



BRICK *for* *the* AVERAGE MAN'S HOME

*New and Original Designs
for Small Houses
with Working Drawings Available*

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BRICK
for the AVERAGE MAN'S
HOME



Photo by John Wallace Gillies
Mann & MacNeille, Architects

*Beauty and Permanence are indelibly
written upon walls of brick*

BRICK

for the AVERAGE MAN'S

HOME

A selection of thirty-five designs for practical and artistic homes, including cottages, bungalows, houses and two-apartment buildings. One and two-car garages also are shown. Every house is designed to be built of common brick, thus assuring beauty combined with economy. Working drawings and specifications available for each house and garage.



First Edition
Illustrated

Price One Dollar

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THE COMMON BRICK MANUFACTURERS'
ASSOCIATION OF AMERICA
CLEVELAND, OHIO

A Book with a Purpose

"BRICK for the Average Man's Home" is published with a sincere desire to help every man who would build a moderate priced house. It places at his disposal, for the first time, working drawings and specifications of architectural small houses designed to be built of a universal but much neglected material. The producers of common brick always have considered it so self-evidently good that it needed no advertising. The consequent lack of information regarding this economical material has caused many people to use substitutes in the mistaken belief that they were saving money.

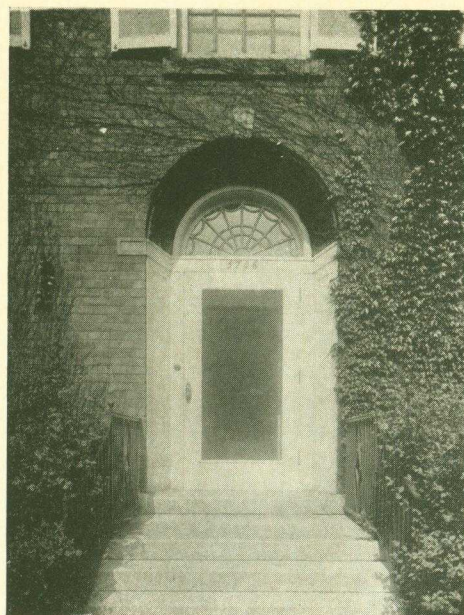
In the United States eighty-nine per cent of all residence construction is of frame. "Frame" includes all houses with exterior walls of studs covered with siding, shingles or stucco, or veneered with brick. Permanent and fire-resistive construction includes walls such as solid brick, hollow tile faced with brick, hollow tile stuccoed, stone or concrete. Common brick has no argument with the eleven per cent of builders who know the real economy of the better types of construction. It feels a partnership with all safe materials and glories in their success. "With malice toward none" it enters the field of the eighty-nine per cent of homes now built of frame, and draws attention to the fact that common brick, in solid wall construction, is the most beautiful, economical and satisfactory material for the man of limited means.

The evidence here presented is not intended to put common brick in rivalry with face brick, so generally used for the outer surfaces of many of the most important public and commercial buildings and fine residences. It seeks to prove, however, that the builder of a moderate priced home of common brick may be proud of the material and its history and feel, when adopting it in place of less enduring material, that he sacrifices nothing in beauty or sentiment.

Lumber is equally essential to the attractive and comfortable home. By a wider use of brick for exterior walls more lumber and carpenter labor will be released for interior work and will permit the building of more houses so much needed.

It is believed that every reader who follows the suggestions in this book will rejoice that common brick was brought to his attention.

RALPH P. STODDARD,
*Secretary-Manager of The Common Brick Manufacturers' Association
of America*



*It is one of the greatest things
in the world to be proud to
walk up to your own front door.*

Howard Shaw, Architect

MATERIAL IS THE FIRST ESSENTIAL *of the* HOUSE

THE most important financial transaction in the lifetime of the average man is the building or the buying of a home. Nothing else costs so much or is used so long. No act of the average man's life, except only the selection of a wife, requires the exercise of such good judgment and common sense as the providing of a house in which to shelter and protect all that is dearest in the world to him.

Yet few know little more about the essentials of house building than about building battleships. Buyers are educated in the non-essentials of construction. More houses have been sold upon the appearance of the electric fixtures than upon the merits of the materials of which the houses were built. Every speculative builder, or so-called real estate builder, is familiar with this weakness of Mr. and Mrs. Homeseeker. Playing upon it is a trick of too many builders.

"Give 'em something fancy in fixtures and decorations and they will ask no questions about the foundations and walls." That is a stock phrase with thousands of speculative builders the country over. The same man who would buy a

home solely because he or his wife liked the fixtures, the decorations, or some minor feature of arrangement, would not buy a suit of clothes for the buttons alone. Yet that would be a parallel case.

This is not an effort to deprecate the value of good equipment. Artistic and convenient furnishings, both stationary and movable, are important to the success of the home; but, most unfortunately for the owner—the man who pays the bills—the real essentials are commonly lost sight of and the buyer's attention is generally drawn, by clever salesmanship, to the glittering non-essentials of the house. A little money goes a long way in these minor materials and too often they have been used to blind the buyer to costly omissions of real importance in the structure itself.

The home buyer should be interested in getting the best possible value for his money. He tries to obtain this when he buys clothes for himself or his family, or furniture for his home. He isn't always interested in the *cheapest* shoes, or hat, or overcoat, for he has learned that the best always is cheapest. The best clothes wear longest,

keep their shape and color longest, and give the most in service.

But when the same man invests thousands of dollars in a home to live in during the balance of his life he disregards all the rules that apply to his lesser purchases and picks out his house as he would a piece of French pastry from the tray the waiter holds before him. He takes the one that is gotten up to attract his attention.

Let the prospective home builder or buyer be warned that the first consideration should always be the *material of which the house is constructed*. "What is it built of?" should be his most insistent question. Second in importance is the architecture of the house, and this means the artistic exterior appearance as well as the planning of the interior—the arrangement of rooms. After these two essentials come the matters of heating, decorating and fixtures; but it is possible to change these two latter things to suit his taste at any time, while structural material and design are built into the house and are there to stay, either as a source of increasing comfort, satisfaction and economy, or, if unfortunately chosen, to plague the owner as long as he holds the property and to multiply the upkeep cost as the years go by.

It's one of the greatest things in the world to be proud to walk up to your own front door.

for rent must cover not only all the maintenance charges such as taxes, insurance, repairs and normal interest on the investment, but must be sufficient to leave something over for the owner. If the renter turns owner then, and is satisfied with exactly the same accommodations, he will undoubtedly save money.

Usually the man who becomes his own landlord comes to enjoy many advantages that he did not have as a tenant, and these often add to his cost of living. There are, however, many privileges and endless satisfaction in living in your own home, and these make any difference in the cost worth while.

As this is written, the competition among prospective tenants for the insufficient number of houses and flats available has caused rents to soar to a remarkable degree. This has contributed to the present high cost of living and to much industrial unrest.

The man who owns his home, no matter how humble it may be, has a better standing in the community. He is not asked to make a deposit when seeking the necessary credit with public service agencies. He may buy many things to better advantage because he is looked upon as a permanent and responsible citizen of his community. He gains at once the reputation of being thrifty and he enters into the affairs of the town or city with greater interest. In short, the community thinks more of him.

It is the aim of this book to help the man who desires to become a home builder. This portfolio of home suggestions and the service that goes with it was born of a public necessity.

Let us consider this matter from a common sense point of view. Unfortunately for the average man of this country and for the country as a whole, *the best type of home has never before been promoted nationally*. Even though the material from which the best and most beautiful homes may be built has always been more economical in the long run, the public has generally overlooked this fact, and been won, through a powerful campaign of advertising and promotion, to the so-called "cheapest" materials.

Today conditions are changing, and the best type of home—one which is beautiful, permanent, and money-saving, is within the reach of every builder. There is no longer any excuse for the builder or buyer to accept an inferior house.

IT IS MORE ECONOMICAL *to* OWN THAN *to* RENT



WHETHER it is more economical to rent or to own a home is a much discussed question. It would be no easier to answer this question on its face than to say which lasts longer, a candle or a gallon of kerosene. Many qualities must be known before an answer can be given. Whether it is cheaper to rent than to own a home all depends upon the kind of house.

It can be stated, almost without exception, that it would cost the occupant less to own any given house than to rent it, because the owner invariably rents for profit. The amount collected

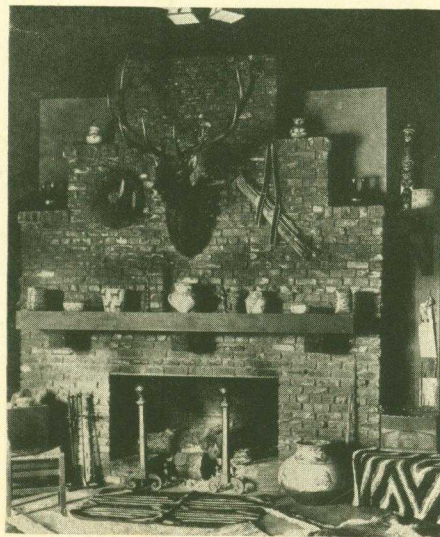
Under these conditions the incentive to "own your home" is stronger than ever. The item of maintenance, which weighed most heavily against individual proprietorship, is almost eliminated by the use of brick. The kind of house that is actually the cheapest, because it needs little or no repairs, may be had by the average man. It has been the high up-keep expense of the property that has kept thousands from throwing off the shackles of the landlord and signing their own declaration of independence—a contract to build or buy a house.

The home lowest in cost and lowest in maintenance expense is that which has solid walls of brick. There is no other type of building in all the world so beautiful, so dry, so comfortable, so enduring, or so safe as an investment. It is the standard by which all other forms of construction are measured. Inventions of the ages have not produced a rival. It is the construction without a fault.

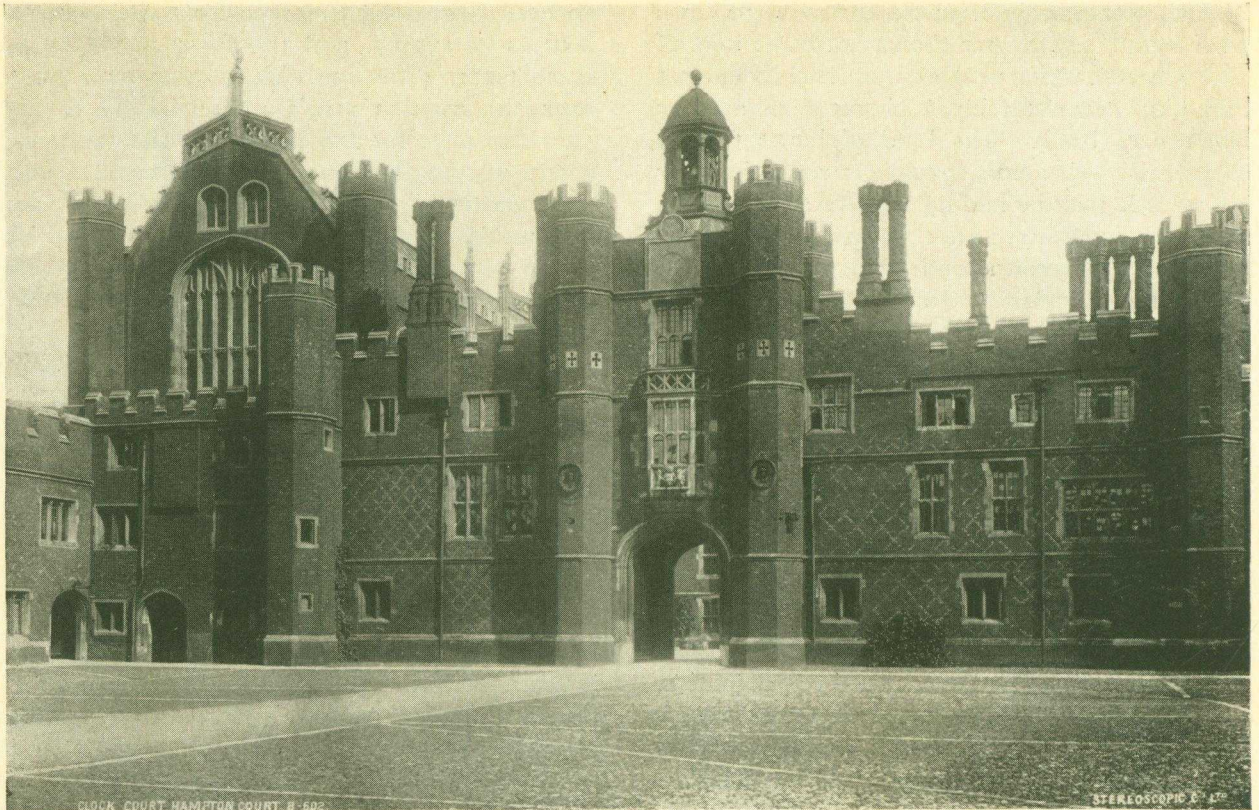
This has long been recognized, even in this comparatively new country, but there has been a general belief that brick homes were for the rich alone. There never was any real ground for this belief. Moreover, because of the rising prices of other materials, the rising freight rates necessary

to haul them long distances from their limited sources of supply, and the labor necessary to erect them, common brick is now more than ever the average man's material. There are provided also, for the first time, the necessary plans, working drawings and specifications, in a wide variety of sizes and designs, for every man who would build a home of brick. All difficulties in the way of building a small, inexpensive brick home on any part of this continent have been removed.

In every state of this Union, and in practically every part of every state, God placed inexhaustible beds of clay from which common bricks are made. With almost two thousand brick plants distributed throughout the land, there are bricks to be had within a few miles, at most, of every hamlet and city in the country. No other building commodity is nearly as accessible. None has so many sources of supply nor such natural distribution throughout the world. And when clay is taken from the earth, moulded and burned for the use of man, nothing is lost—all is gained. No natural resource is being exhausted, no land is made less fertile, no acreage is sacrificed. Brick is nature's own building material, and that is the secret of its beauty and utility.



Common brick provides the touch that gives the simplest design an air of distinction.



Built by Cardinal Wolsey in 1515,
during the reign of Henry VIII.

Clock Court, Hampton Court, England

THE HISTORY *of the* WORLD IS WRITTEN IN BRICK

BEFORE going into details regarding the houses in this book and their construction, let us consider what common brick is, and what is its record.

Common brick is the one material which has been bound up with the history and progress of the human race since the first dawn of civilization.

Khammurabbi, the great lawgiver of Babylon, mentioned in the book of Genesis as Amraphel and who lived about 2,350 B. C., was probably the first common brick manufacturer to trademark his brick. King Nebuchadnezzar also put his own stamp on the bricks he made. That he made a good product is proved by the fact that many bricks bearing his mark are in the walls of many buildings in actual use today.

This Association bridges the years from those ancient times to the present and again establishes a nationally trade-marked brick.

The Greeks used burned clay brick in many of their structures of great antiquity. The palaces of Croesus, king of Lydia, some of the ancient temples of Athens and a large portion of the walls of Athens were built of common brick.

The medieval builders of Europe used common brick for many beautiful buildings which are not only standing, but are in good repair and have been in constant use ever since they were erected.

The group of buildings in Philadelphia, including Independence Hall, where the Declaration of Independence was signed, and Faneuil Hall, Boston, called "the cradle of liberty," are

built of common brick and are now as beautiful and substantial as when built.

In Medford, near Boston, stands the Governor Craddock home, said to have been built in 1632, used today as a residence, its solid walls of common brick as good today as when they were erected, two hundred and eighty-eight years ago. Also in Boston there is the Old North Church, from the tower of which the signal was flashed that sent Paul Revere on his famed ride of warning. These walls of common brick do not know what time means. They will be good for many more hundreds of years if no external force disturbs them.

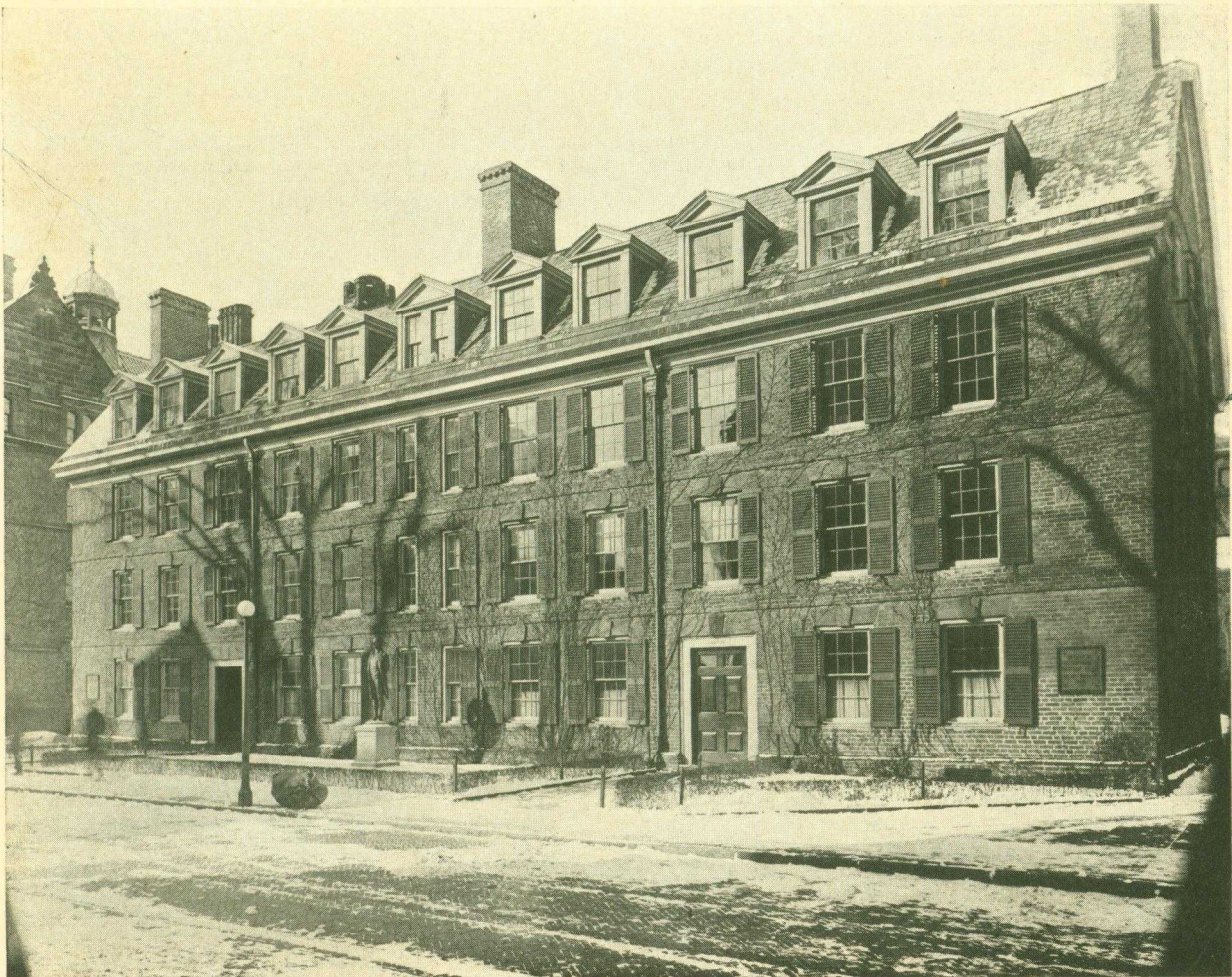
Throughout the country there are many such examples, all proving the absolute unchanging quality of common brick when built solidly into a wall.

Just such bricks are being made in America today—everywhere, and they are just as beauti-

ful and will last just as long, and what is more fortunate, they constitute the most economical building material in the world—accessible in price and in supply to everybody.

It is rare to find a building where common brick has not been used for the chimney and foundation at least. Wherever there is building there is common brick. Its appearance depends only upon the care with which it is laid.

Throughout the world buildings which are outwardly of face brick, stone, marble, granite and terra cotta, owe their real structural strength to the common brick which is used to back up the facing materials. Although many substitutes have been devised to take its place, nothing has proved so practical and satisfactory in every way as common brick. Its strength, durability, fire-resistiveness and dryness make it worthy above



Built in 1750, with solid brick walls. In perfect condition today

Connecticut Hall. Yale University's oldest building

all other materials to be called "the partner of all good construction."

The most notable and beautiful large residence group in the United States, Forest Hills Gardens, Long Island, built by the Russell Sage Foundation, is constructed almost entirely of brick, with clay tile roofs; and these are not mansions, but homes for the average man. The homes of the beautiful city of St. Louis are almost exclusively of solid brick. In Philadelphia, Baltimore, Washington, Denver, Toronto and innumerable other cities large and small, only brick is used for walls in residence construction.

The Carnegie Steel Company has completed a group of low-cost houses for its employees at Homestead, Pennsylvania, and used common brick exclusively in these buildings.

The Chicago Housing Association has begun the erection of ten thousand homes to sell at low

cost to wage earners employed at \$150 or less per month. Practically all of these houses will have walls of solid common brick, and, by the proper use of mortar color, joint and bond a variety of splendid effects are obtained.

Aside from its general superiority as a building material, common brick also has the advantage of being produced locally and thus is free from the heavy rail transportation expenses which add to the cost of almost every other material. When buying common brick, the money goes to buy material, not transportation.

The solid brick wall will for centuries withstand the action of heat and frost, of rain, of wind, dampness and of the acid gases that prevail in large industrial centers. Brick is the one outstanding permanent and impregnable building material.



Courtesy Architectural Forum
Shepley, Ruten & Coolidge, Architects

*Freshman Dormitories, Harvard University,
built in 1914 with solid common brick walls*

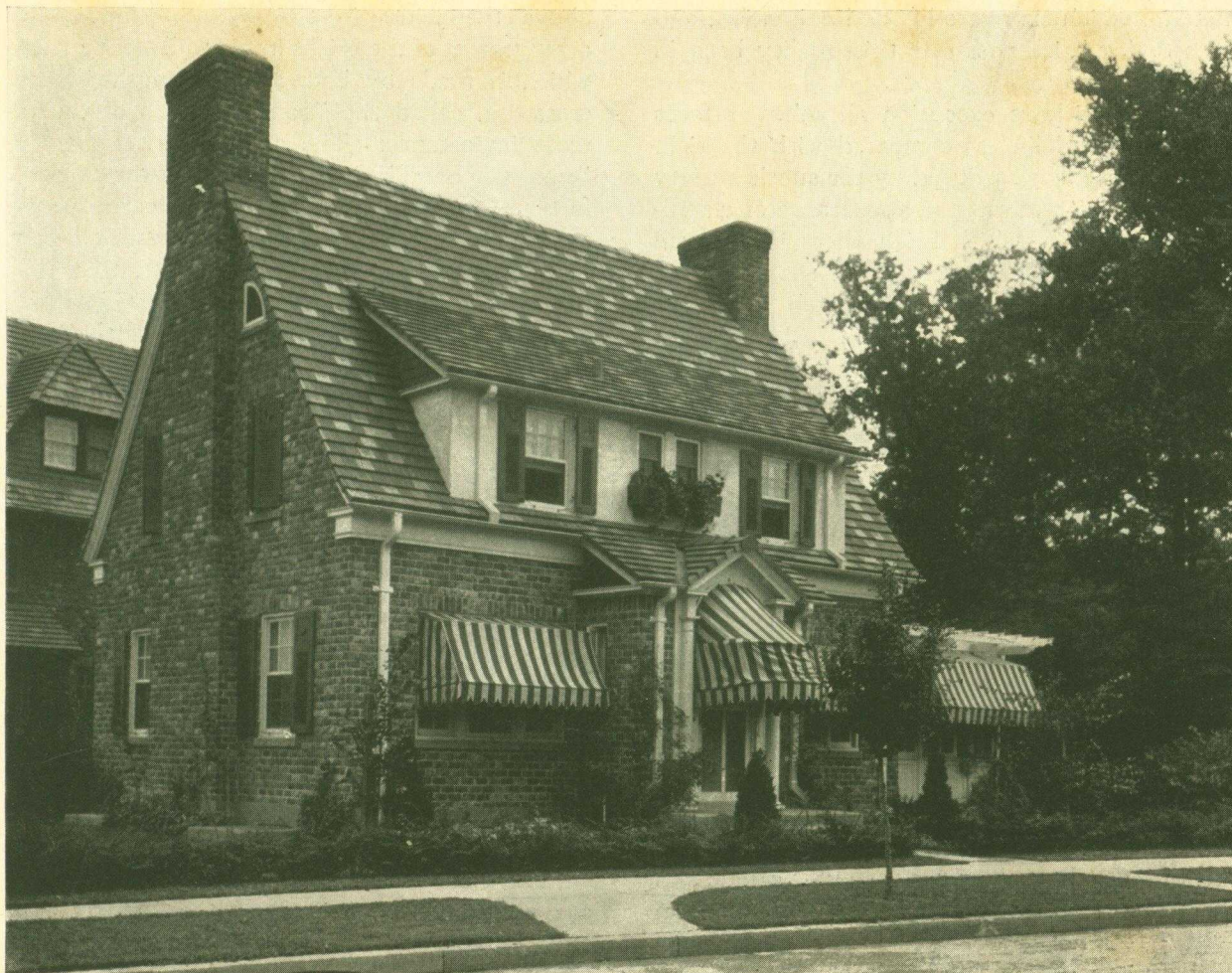


Photo by Austin K. Hanks
Grosvenor Atterbury, Architect

House at Forest Hills, L. I. Built of common "clinker" brick

FINE ARCHITECTURE IS BEST EXPRESSED IN BRICK



ARCHITECTURE is often referred to in the old and hackneyed phrase of "frozen music." Good architecture can be expressed not only in great cathedrals and mansions, but the smallest cottage, and by careful attention to form and proportion and the proper selection of material, may be just as pleasing to the eye.

Many people have the impression that good architecture implies the use of expensive "frills."

That is not the case. A well-designed building must first have a pleasing outline and windows and doors well-proportioned and properly placed. The most elaborate ornament can never quite redeem a building in which these fundamentals have been overlooked. And, generally speaking, the small house does not lend itself to the employment of any ornament whatever. But the appearance of even the smallest house may be improved a hundredfold if its walls are built of

material which expresses life and animation, and burned clay brick possesses this quality both in color and texture.

Almost without exception all other surfaces are barren and lifeless compared with the rich, harmonious effect produced by the subtle variety of shades which marks the appearance of a well-built brick wall. With brick there is no such thing as a "flat" surface. From the uncertain action of the fire, no two common brick are exactly alike in appearance; and laid in mortar which brings out their characteristics, a brick wall can fairly sparkle with color, animation and interest.

There are many people—even architects—who do not realize what economical and attractive results may be obtained by the use of common brick. Common brick are almost always local brick, and the medieval builders of Europe long since proved that a building of local material harmonizes in a wonderful degree with the local landscape.

In addition to common brick, there is available everywhere a wide range of face brick of all colors and variation of texture, with which most charming results may be obtained, if common brick do not provide the effect desired. Face brick need only be used for the outer course and the balance of the wall should be of common brick. It is not good practice to make the front wall of the house only of face brick. When used, face brick should appear in all exterior walls of the house.

To give walls stability, it is necessary that the joints in each course do not come directly

above the joints in the course below. This arrangement of the bricks in the wall—the pattern which is made by laying them lengthwise and crosswise, called the "bond," is also of the utmost importance. The arrangement known as "common bond" allows the bricklayer to work faster than with other bonds and consequently such a wall may be built a little more cheaply. It is well to bear in mind, however, that such bonds as "Flemish," "English," or "English Cross Bond" bring out the beauty of the brick more than the "common bond" and are to be preferred for that reason.

Not only the bond, but the color and width of the mortar joints have an important part in giving character to the wall. Except with very light colored brick, white mortar can most often be depended upon to draw out the richness of the brick, although greys and browns are often successfully used. Black mortar should generally be avoided.

The habit of making the mortar joint as fine as possible has happily passed and the wide joint has been again restored to the prestige it commanded in ages past. It should always be made wide enough to be seen, even at a distance.

The color and life displayed in a brick wall are permanent qualities, and the hand of time only softens and enriches the beauty of brickwork. All who have traveled in Europe will remember the soft, mellow appearance of those glorious old brick walls which have been standing there for centuries. Brickwork, like womankind, grows old beautifully.



The home of brick harmonizes with nature's setting

ULTIMATE COST IS TRUE TEST OF BUILDING MATERIAL

THE number of homes required in this country is so vast that the question of obtaining money to build them is a national problem of no mean order. Every device known to modern finance is being put into operation to place the necessary funds at the disposal of those who have the ambition and courage to rise above the ordinary ruck. There are numerous building and loan societies which exist solely for that purpose. Banks, trust companies and insurance companies are usually willing to advance money to the prospective home owner; and many other institutions are springing up, backed by prominent citizens,

to make it easy for anyone of good character, no matter how slender his bank account, to achieve his independence from the landlord. It is always possible to get a more liberal loan for the erection of a brick house.

One aspect—and a most serious one—of the housing problem seems likely to be overlooked by many to whom the subject is of vital interest, yet who possess only a limited technical knowledge of building and building materials. It is estimated that in 1920 one million homes are urgently needed, and that these will cost, roughly, five thousand million dollars. Will this immense sum be so spent that another five thousand million

dollars will have to be raised at the end of the next thirty or thirty-five years to replace these homes, or will they be built to last a century or more? Will the walls be constructed of such material that approximately one hundred and twenty-five million dollars will have to be spent annually to paint them and keep them in repair, or will the outside walls be permanent and self-decorative, requiring no periodical outlay for painting and repairing whatsoever? Every person considering the building of a home should let his plain common sense answer these questions.

In these days of high taxation it is doubly unwise to voluntarily add a large sum to the taxes we are bound to pay, yet the painting and repairing of a house of other than brick construction practically amounts to a tax on the building—and a heavy one. Yet it must be done or the property will run down very quickly. The annual cost of painting and repairing the ordinary type of building amounts to \$250 on a house costing \$10,000 and \$150 annually on a house costing \$6,500, or a tax of $2\frac{1}{2}\%$ per cent per year of the original cost of the building, according to statistics gathered by the Committee on Fire Protection of the Boston Chamber of Commerce. With brick, no painting or repairs whatever are necessary for the wall surfaces. Window and door frames are set back from the face of the wall in a brick house, and being protected from the weather, require to be painted only every five or six years, or in many climates even less frequently.

Another saving which comes with a brick house is the low cost of insuring it. In the domestic economy of most families the ability to buy, say, an extra suit of clothes every year or two with the money saved on this item alone is a consideration not to be despised. The house with walls of solid brick everywhere has the lowest insurance rate, both for building and contents. This saving amounts to a very large sum during a lifetime.

To give some indication of the relative difference in first cost between solid brick and other construction, the following figures are quoted from "The Home of Beauty," published by the American Face Brick Association. These figures were compiled after a very extensive investigation and show that the difference in the first cost of the two following types of construction tends to grow less every year. The comparison is made

with frame. The walls were figured to be faced with face brick, backed by common brick.

PERCENTAGES OF DIFFERENCES

YEAR	FRAME	SOLID BRICK 9" WALL
1910	0.0%	9.1%
1913	0.0%	8.1%
1915	0.0%	6.9%
1919	0.0%	6.4%

The difference, then, in the first cost of a house costing \$6,500 in frame would be but \$416 on the basis of the above 1919 figures. This amount, from all indications, would be much less in 1920. However, even on the 1919 basis, \$416 would not pay for keeping a frame house painted four years.

Solid brick, by reason of its mass, protects the inside of a house, as does no other material, from the too rapid influence of excessive heat and cold. No construction is so thoroughly sound-proof as solid brick, and the same qualities necessary to break the passage of sound are essential for temperature insulation. Everyone knows how cool the inside of a solid brick house is on a hot summer day. Just as it keeps cool in summer, so it keeps warm in winter.

There are no air spaces and air currents in the solid brick wall to chill the inside of the building in cold weather and cause "sweating" inside the rooms, or to make the building hot in summer.

With the thinnest solid wall there is a thickness of at least eight inches of the best insulating material—brick—between the outside temperature and the inside of the house. The solid brick wall does not "sweat," and is always dry and comfortable when built as specified by this Association.

A solid brick house, constructed as specified in all the plans shown in this book, is absolutely dry in all climates and under all conditions, and is most comfortable and wholesome in summer and winter.

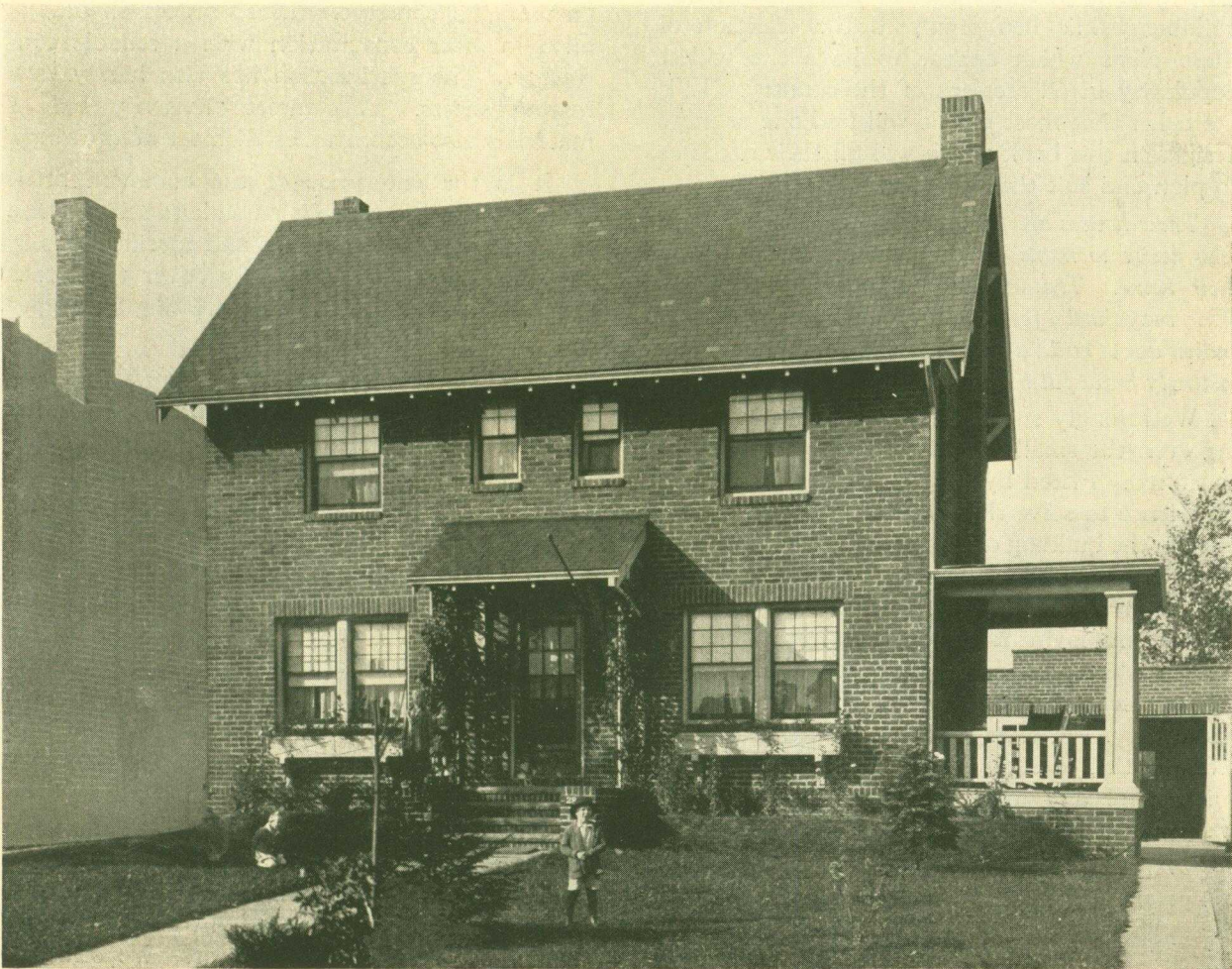
Comparing the house with walls of solid brick with the house of ordinary inflammable construction, for every eight tons of coal required to heat such a house, only seven are required for

a solid brick house. Translating these amounts into the terms of a winter's coal bill will make it evident that on this count alone it would be wise to build of the better material.

In the course of a hundred years or so, the length of time which a solid brick house always lasts, there is bound to be some movement in the foundation. Owing to its numerous joints and small units, a solid brick wall gives readily to

such slight movements without cracking or damage. Solid brick walls hundreds of years old, in as good repair as when built, are common in all parts of Europe and Asia.

The more limited the purse of the home-builder, the greater the necessity for taking advantage of the many ways in which solid brick will reduce his annual expenses. Only a rich man can now afford to build of any other material.



Permanence, comfort, dryness and safety, at small expense, in the home of brick

DESIGNS HAVE BEEN CAREFULLY SELECTED



IT would be an impossible task to collect together designs of houses that would suit every prospective builder. The financial circumstances, the ideals, the habits of life and the taste of each family, together with the limitations imposed by the climate and the location of the site, must all be separately taken into account when designing any given house.

In compiling the designs in this book, the experience of twenty years of contact with the building public has prompted the selection of those plans which appear to have the widest popularity in all sections of the country. It is the belief that most people will find one or more designs in this book which will fill their needs as to plan and suit their taste as to elevation.

These houses are presented as suggestions to those who desire to make only a moderate investment in their home. The industry presenting these suggestions may justly feel proud of having converted any individual to build a more enduring, satisfactory and lastingly beautiful house.

We strongly suggest, however, that in building even the smallest house a good architect be consulted. Fitted by long years of training and experience to solve those questions which always arise in the building of any house, no homebuilder can afford to overlook his expert services. Knowing that the best results can always be obtained by the employment of an architect, it is our desire to have the prospective homeowner come into contact with a member of the profession in his locality. If, after consultation with the architect, another design is determined to be more suitable for any given location or requirement, the blue prints will be gladly exchanged.

Every house in this book is designed by a competent architect. The working drawings are thorough and are not to be classed with the usual "stock" plans. They are workable to the last detail.

The specifications have been prepared in two parts—a complete specification for the masonry and a schedule for the other trades. We believe that in this specification and general schedule we have completely solved the apparently hopeless task of preparing a specification to meet the requirements of any homebuilder. The general schedule is practically an outline specification for each trade, with blank spaces to be filled in according to the way the owner wants the house finished. The schedule thus filled in becomes part of the contract. These spaces should be filled in after consultation with a reliable contractor. The specification has also handy estimating sheets. A complete masonry bill of materials also accompanies each set of drawings.

It is the enterprise of the common brick industry that has made it possible to secure these excellent architectural plans and specifications at very low prices, which barely cover the paper they are printed on, the blue printing and type-writing work and mailing.

The Common Brick Manufacturers' Association of America has registered and fully protected the following trademark: . Manufacturers of common brick whose product meets our standards of quality and good appearance are licensed to stamp this trademark on their bricks. This mark is your guarantee. Accept only the common brick bearing this mark. Such bricks are good, sound, well-burned clay bricks. They will last practically forever; will resist fire, frost, moisture, heat, cold and sound, and will have the artistic qualities necessary for building the houses shown in this book, or for any other structure.

The common brick manufacturers in your locality who make the reliable trademarked brick can give much valuable information about building your house; and any one of them will gladly recommend a reliable contractor. We strongly suggest that you talk with him.

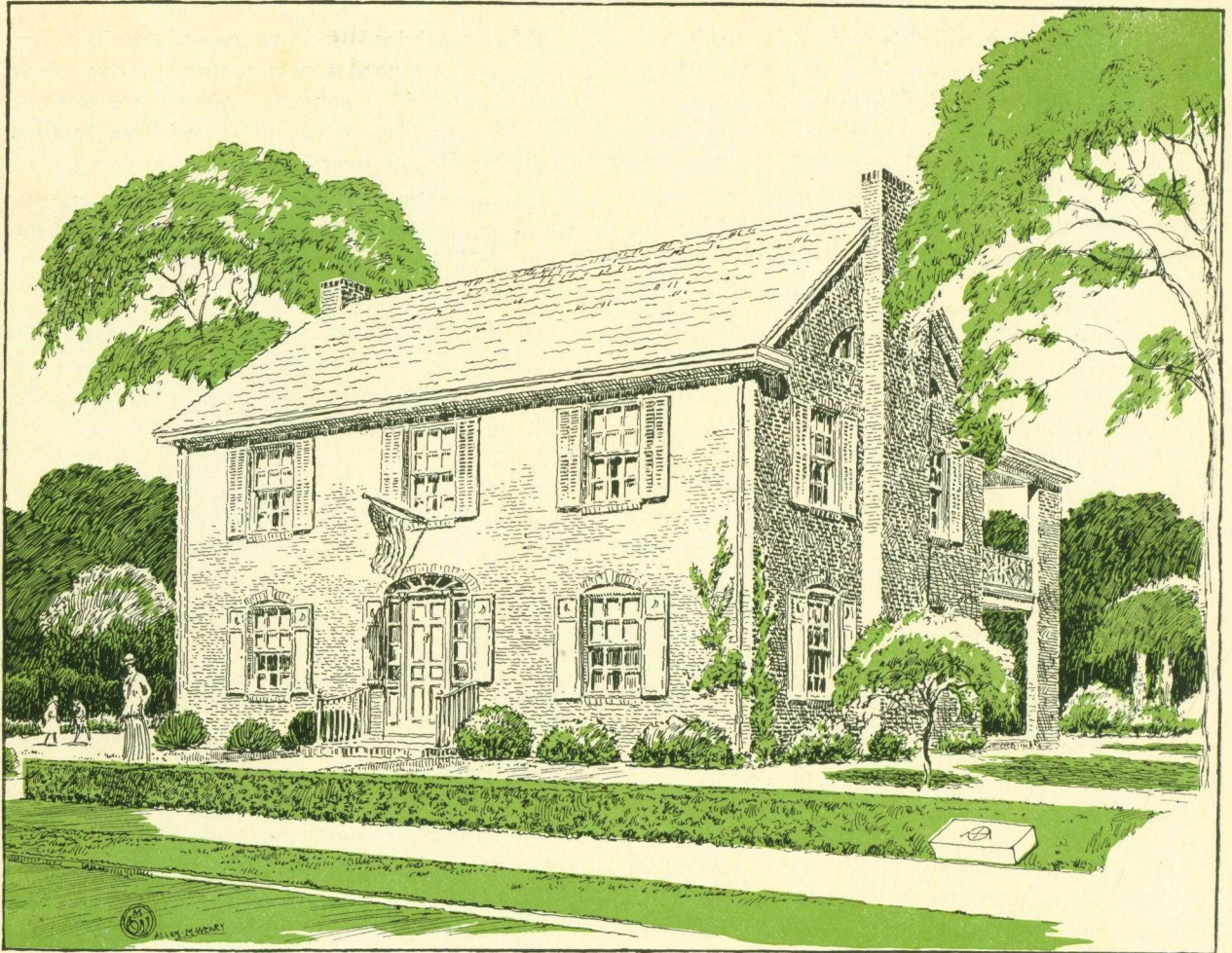
On the last page of this book is a form for ordering drawings and specifications direct from this office. They may also be inspected and purchased at the office of any common brick manufacturer who makes the reliable brick bearing the trademark. Such manufacturers may be found almost everywhere and a list is enclosed with this book. If, however, you have any difficulty, write direct to this office.

After receiving the drawings and specifications take them to a good contractor and go over them with him. Small changes, if they are desired in the plans, can be taken care of without making alterations in the drawings.

In preparing this book, we desire to express our appreciation of the valuable services rendered by Olsen & Urbain, Architects, Chicago.

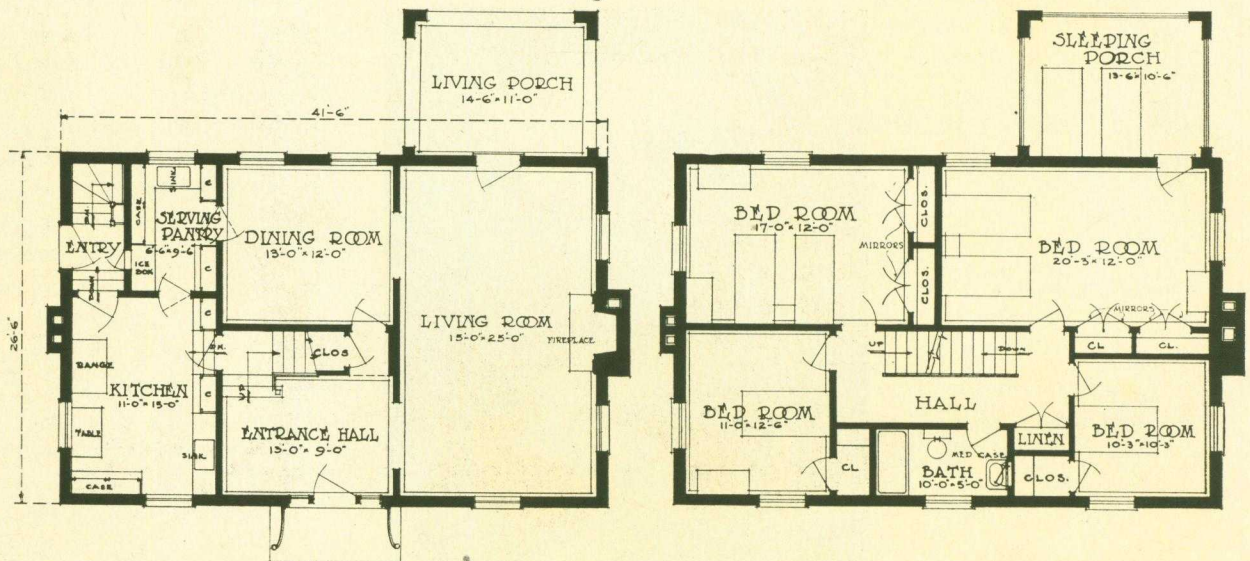


Common brick garden walls, archways, fountains, sundials, summer houses, etc., are permanent and charming



The UNADILLA

Design No. 39



Use common brick for beauty and economy  Only the best bricks bear this mark



HE character of the owner is almost unfailingly reflected in the type of house he selects as his home. The *Unadilla* expresses the delicate refinement of the Colonial style and reminds one of those comfortable-looking yet dignified old brick homes of the Eastern States. Solidity and permanence associate themselves naturally with the house of brick and such a house will be a source of pride not only to the original owner but to several generations of those who come after him.

The house is entered through an interesting Colonial doorway opening into the entrance hall which is thirteen feet by nine feet. A formal Colonial stair leads from this hall. Under the stair is a closet for coats and rubbers.

The living room, entered through a cased opening, is a splendid room fifteen feet wide by twenty-five feet long with a living porch fourteen feet six inches by eleven feet. The dining room faces the rear lawn or garden.

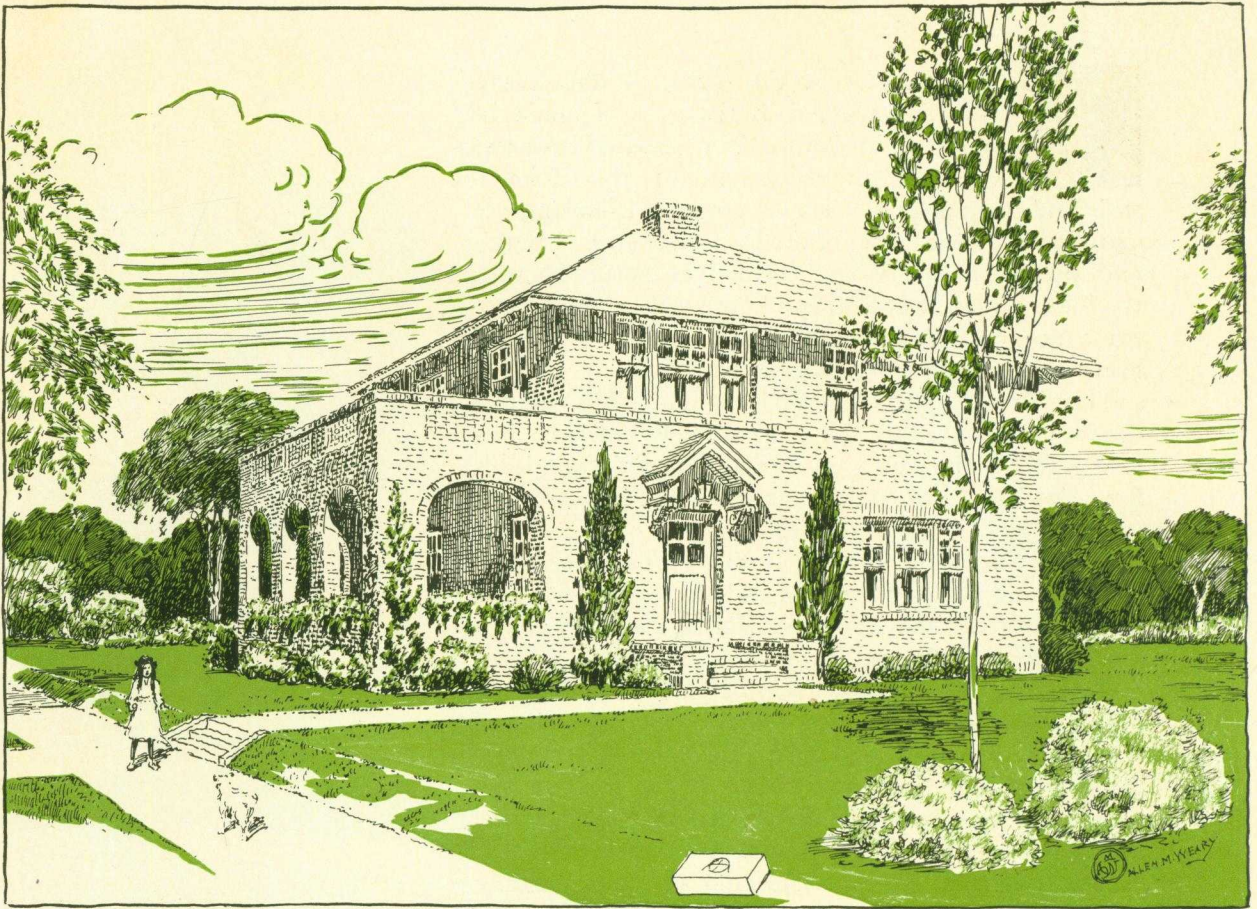
There is a well-designed serving pantry between the dining room and the kitchen. This contains a sink and numerous cupboards, and an icebox which is iced from the entry. The kitchen is placed in the front of the house. Many people have found that this arrangement makes it easier to keep servants.

The bedrooms are all of splendid size, exceptionally well equipped with closets. In the larger rooms these closets are designed to have double doors, the very latest idea of efficiency is closet designing. Mirrors might be arranged on these doors. The principal bedroom is twenty feet three inches by twelve feet, with a sleeping porch thirteen feet six inches by ten feet six inches, opening from it.

The bathroom is well laid out, and adjoining it in the hall is a large linen closet.

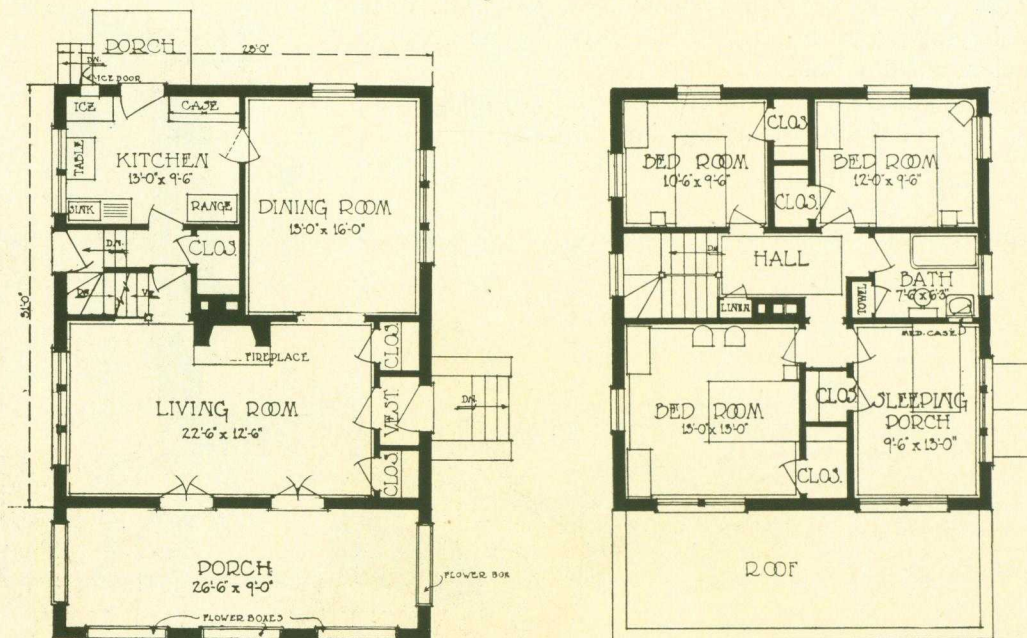


Spacious rooms are the outstanding feature of the Unadilla.



The ONEIDA

Design No. 10



Use common brick for beauty and economy  Only the best bricks bear this mark

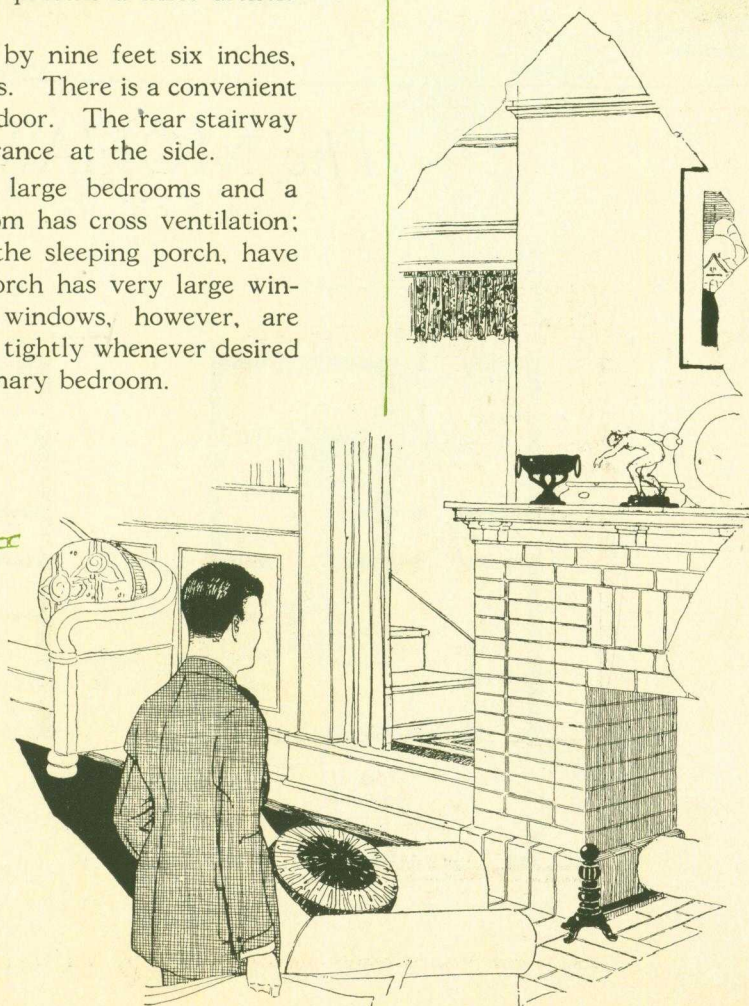


HIS design is a splendid one for those wishing a permanent, upkeepless, yet economical home. Its appearance denotes taste and refinement, and the material—solid brick—of which the house is built, is not only beautiful but indicates an owner who knows the meaning of true economy.

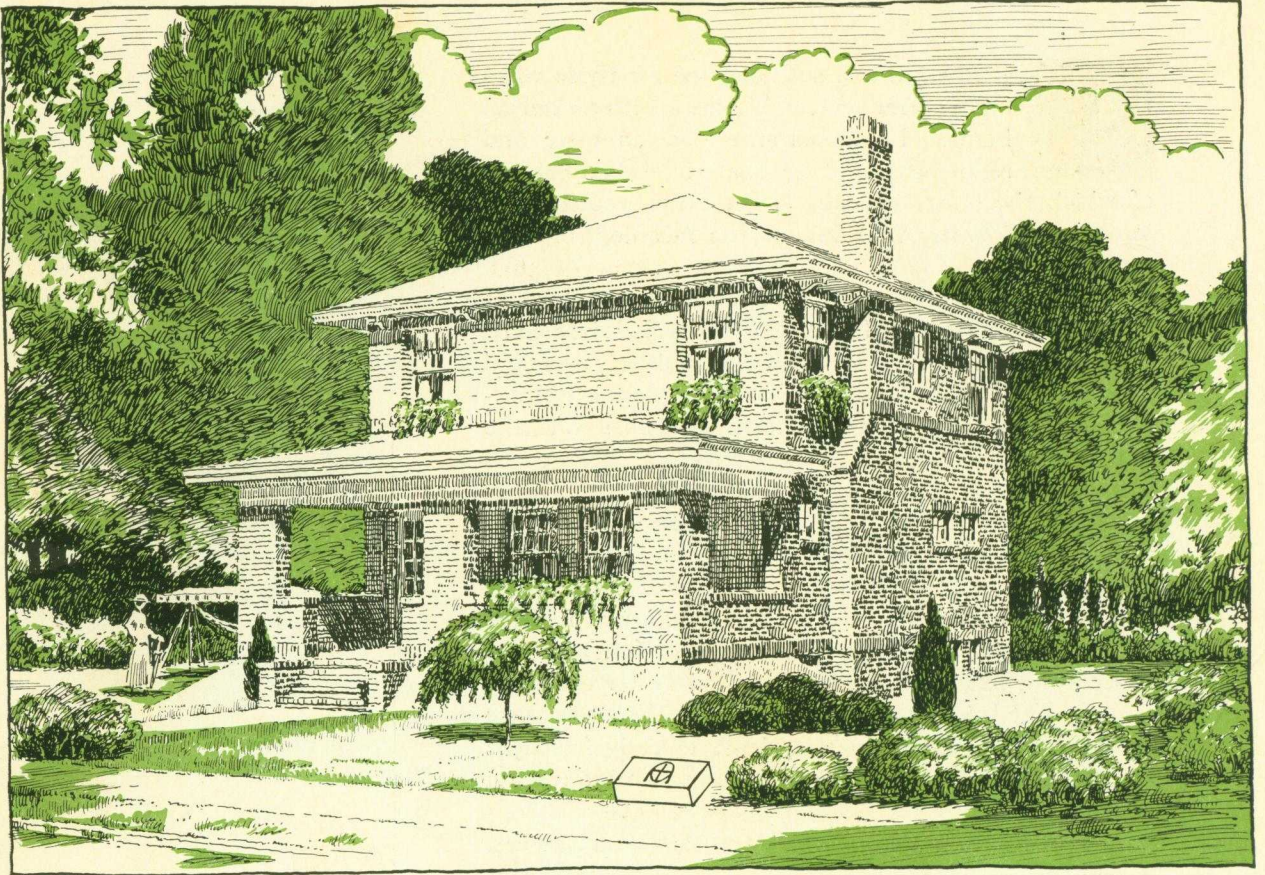
The total dimensions of the *Oneida* are twenty-eight feet wide by thirty-one feet deep. It can be placed on a corner lot if desired. The rooms are admirably arranged and larger than the average. The living room is twenty-two feet six inches by twelve feet six inches, and the dining room is sixteen feet by thirteen feet. The porch is extra large and roomy and, being placed well away from the entrance, there need be no unwelcome interruptions when entertaining. We enter the house through a vestibule. On each side of this are large closets for coats, hats, etc. The living room is most attractive. It is large, sunny and cheerful, and two groups of French windows open directly on the large porch. The brick fireplace, too, adds to the appearance of the room. The main stair leads directly from the living room and is detailed to present a most artistic appearance.

The kitchen, thirteen feet by nine feet six inches, has all the modern conveniences. There is a convenient storage closet just outside the door. The rear stairway leads down to the grade entrance at the side.

Upstairs there are three large bedrooms and a sleeping porch. Every bedroom has cross ventilation; and all the rooms, including the sleeping porch, have large closets. The sleeping porch has very large windows on two sides. These windows, however, are double hung and can be closed tightly whenever desired to use it as an ordinary bedroom.

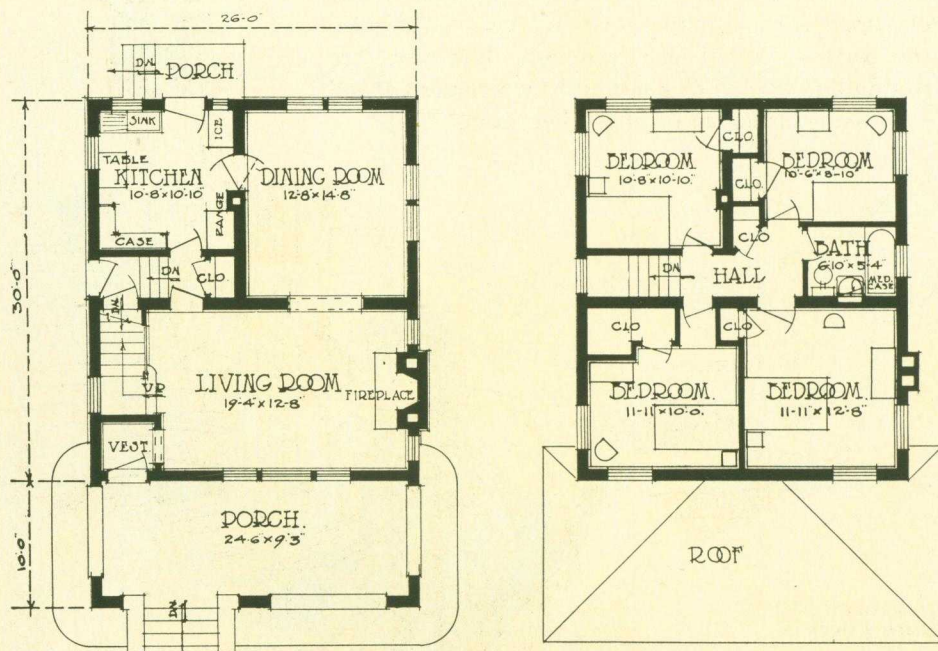


The hallway seen from the living room.



The MOHAWK

Design No. 15



Use common brick for beauty and economy  Only the best bricks bear this mark

FOR a house suggesting an owner of taste and judgment, and yet which is economical in design, this attractive home will be hard to equal. A man's standing in the community may be gauged as much by the style of his house as by the cut of his coat. In building of solid brick he shows that he is up-to-date by selecting the material that looks well and wears forever, without ever needing to have money spent for painting its surface. Not only the outside walls, but the main bearing partitions of the *Mohawk* are built of solid brick.

The house is only twenty-six feet wide by thirty feet deep, with an additional ten feet of depth for the front porch. The porch is remarkably roomy, being nine feet three inches wide and twenty-four feet six inches long.

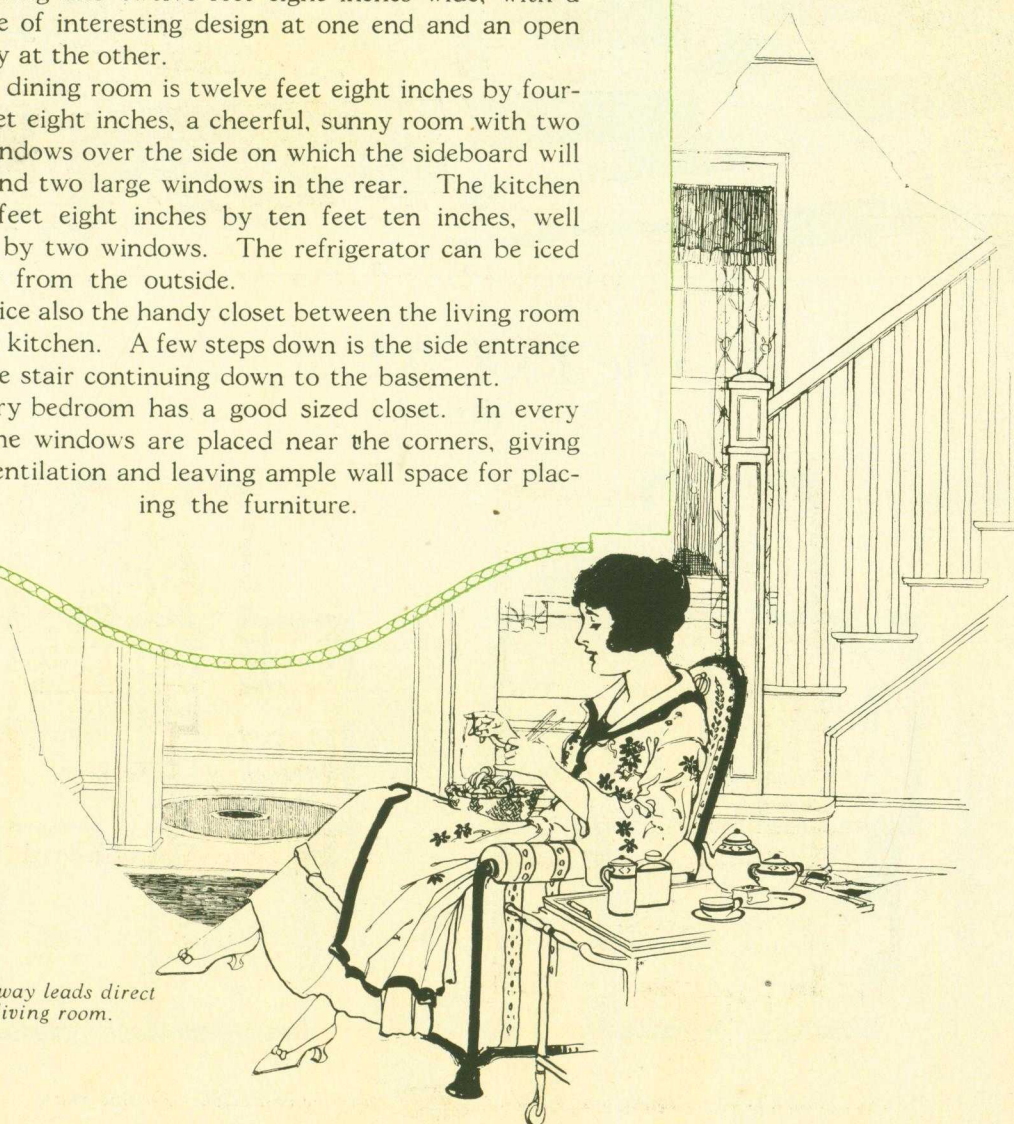
Entering the house through the vestibule we find ourselves in a large living room, nineteen feet four inches long and twelve feet eight inches wide, with a fireplace of interesting design at one end and an open stairway at the other.

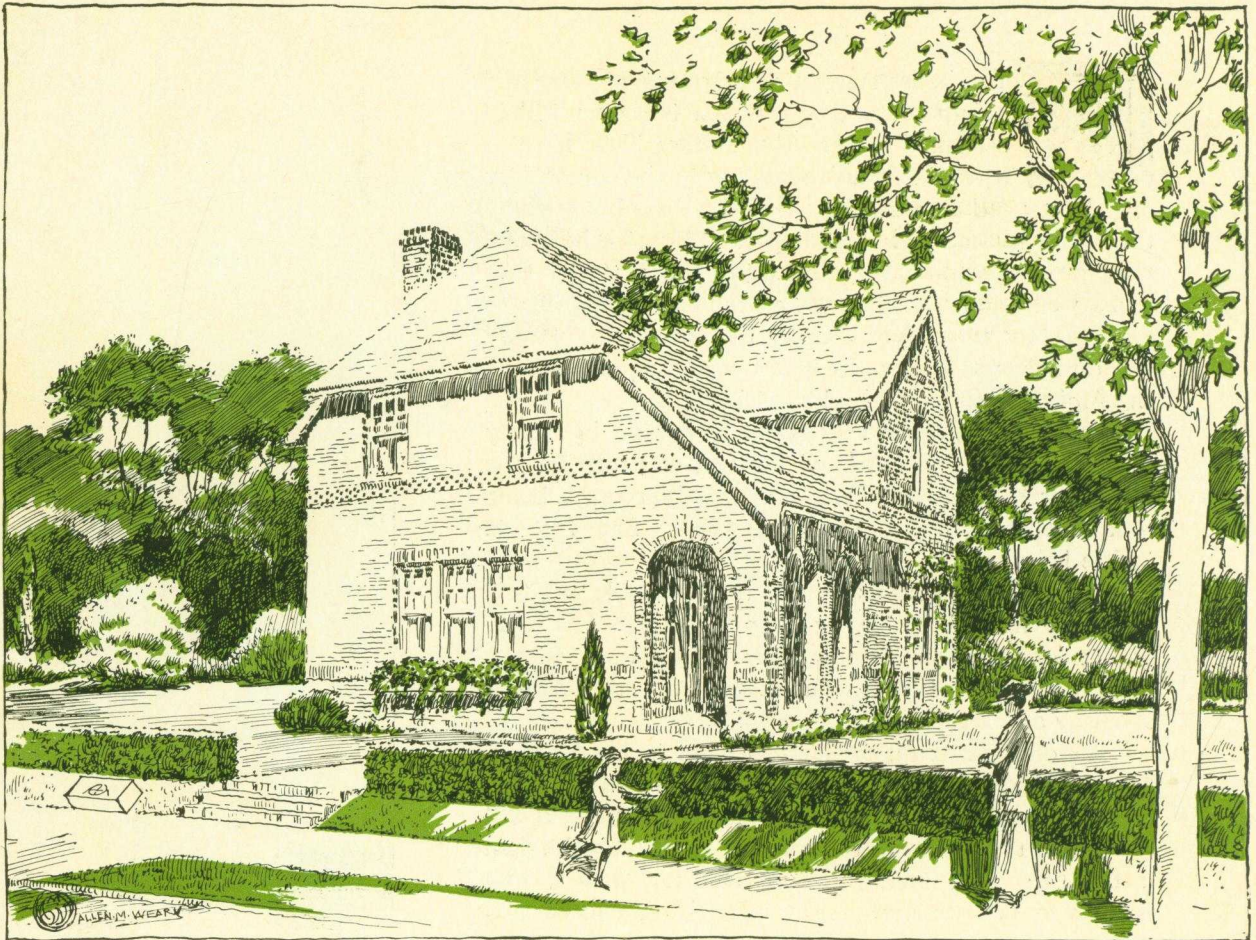
The dining room is twelve feet eight inches by fourteen feet eight inches, a cheerful, sunny room with two high windows over the side on which the sideboard will stand and two large windows in the rear. The kitchen is ten feet eight inches by ten feet ten inches, well lighted by two windows. The refrigerator can be iced directly from the outside.

Notice also the handy closet between the living room and the kitchen. A few steps down is the side entrance with the stair continuing down to the basement.

Every bedroom has a good sized closet. In every room the windows are placed near the corners, giving cross ventilation and leaving ample wall space for placing the furniture.

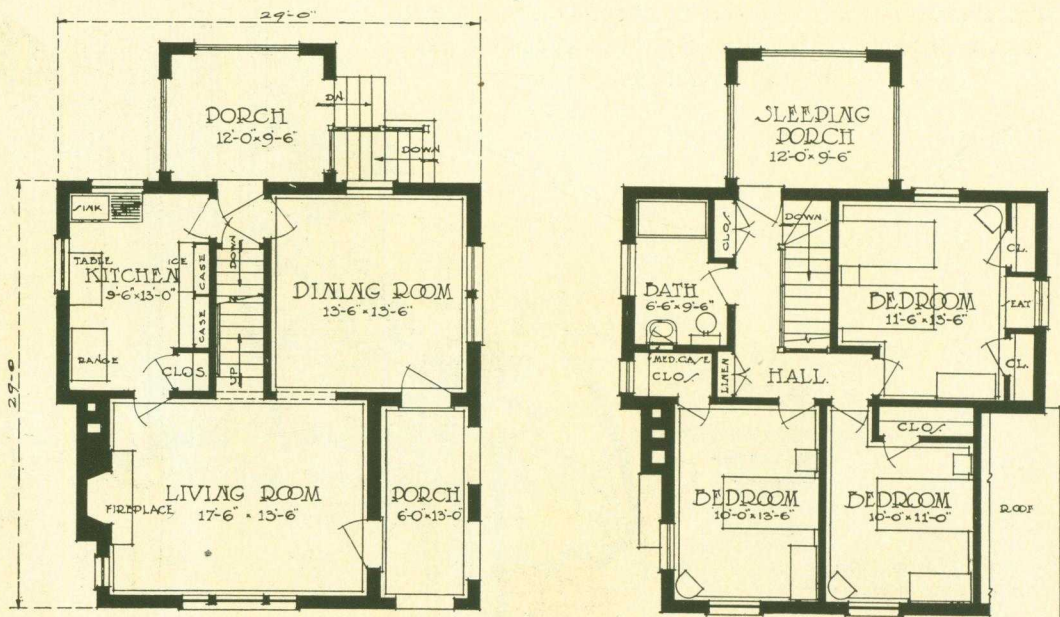
The stairway leads direct from the living room.





The POCATELLA

Design No. 5



Use common brick for beauty and economy  Only the best bricks bear this mark

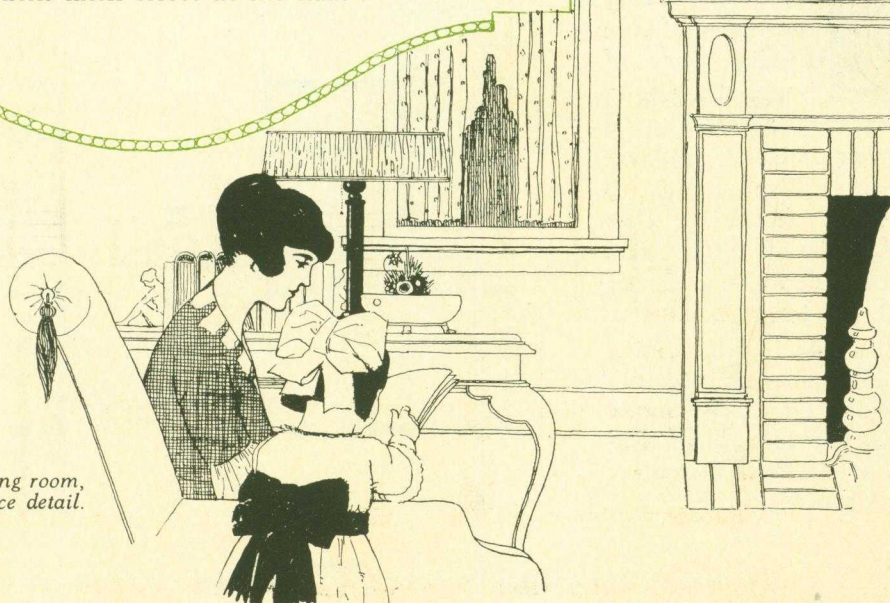


HIS beautiful home, modern throughout, will always be a source of pride to its owner. Brick construction always gives an air of distinction to any house. This is not only a surface superiority. A solid brick house has many other advantages which go with the use of a high grade material. Solid brick lasts at least three times as long as an ordinary house, insurance rates are lower, it never requires painting, and the yearly coal bill is much less. Solid brick is the best possible insulation against heat, cold, and dampness.

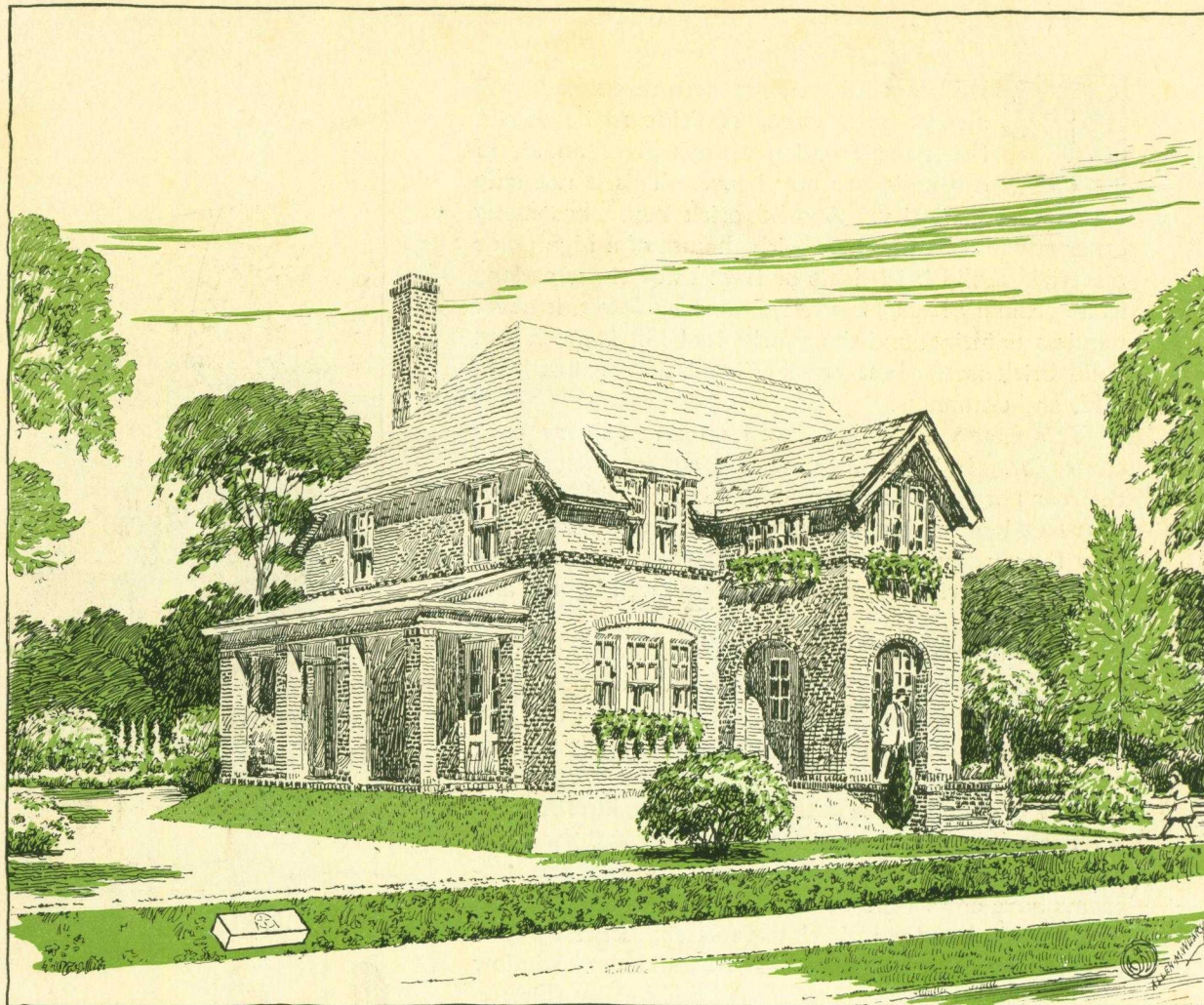
This house could be placed on an ordinary or a corner lot. It is twenty-nine feet square exclusive of the rear porch. The front porch, six feet wide by thirteen feet long, is but one step above grade and is not only thoroughly practical but an artistic feature of the house. The living room is very roomy, well lighted and has a fireplace at the end.

A cased opening leads into a dining room thirteen feet six inches square also lighted from two sides. The rear porch, twelve feet by nine feet six inches, can also be used as a dining porch upon occasion. It is very convenient to the kitchen and dining room. A package receiver is placed in the outside wall of the kitchen.

The second floor contains three bedrooms, the bathroom and a screened sleeping porch. Two of the bedrooms have cross ventilation. The closets are all large. The principal bedroom is eleven feet six inches by thirteen feet six inches with two closets and a cozy window seat. The next largest bedroom is ten feet by thirteen feet six inches. This room has a large closet with a window. The sleeping porch, twelve feet by nine feet six inches, has a convenient closet just inside of the house, protected from the weather. There is also a convenient linen closet in the hall.



A corner of the living room, showing the fireplace detail.

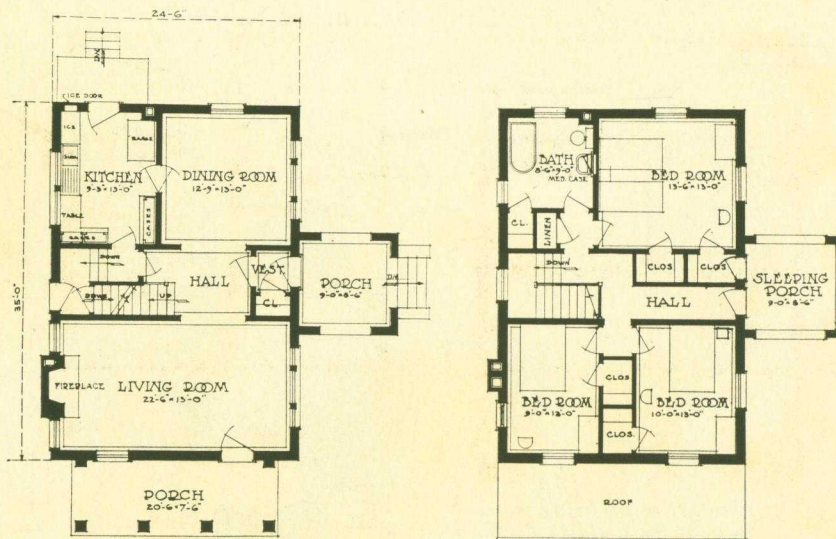


The PONTIAC

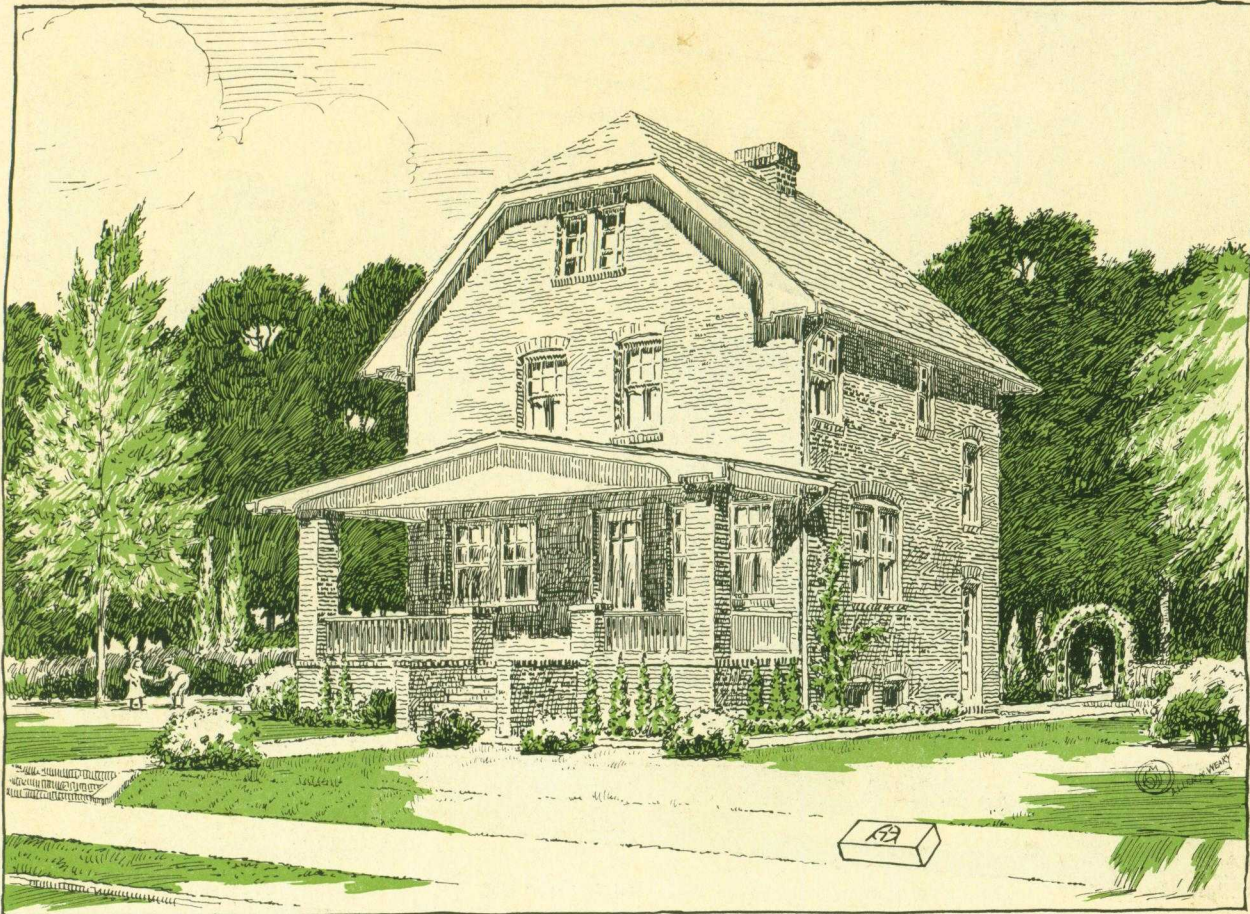
Design No. 9

DESIGNED along the lines of the English type of house this solid brick home expresses good proportion, dignity and refinement. The house is twenty-four feet six inches wide by thirty-five feet deep. It would suit either a corner or an inside lot.

The living room, dining room and hall make together practically one large room. Upstairs are three large bedrooms and a most attractive sleeping porch.

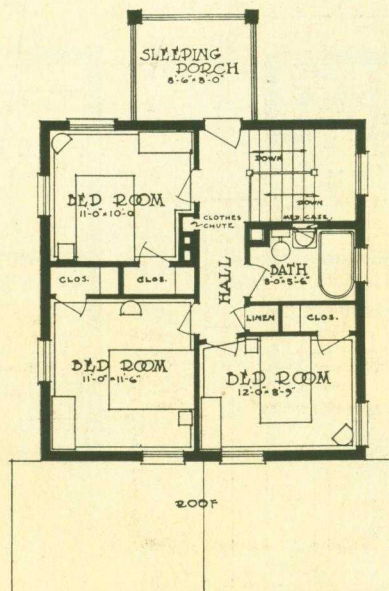
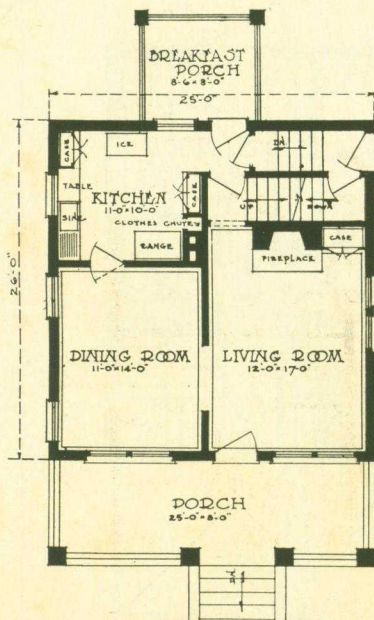


Use common brick for beauty and economy  Only the best bricks bear this mark



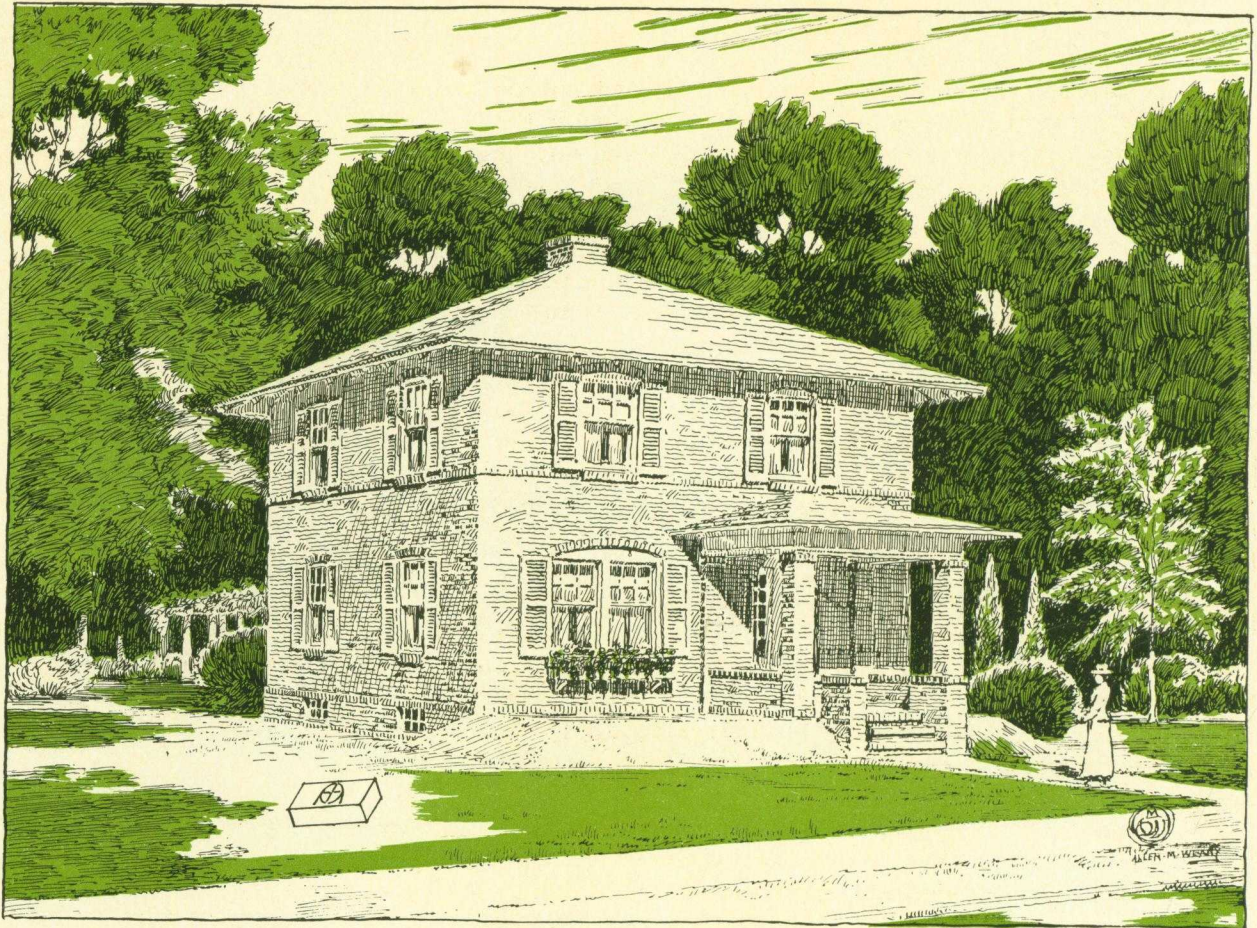
The TACOMA

Design No. 26



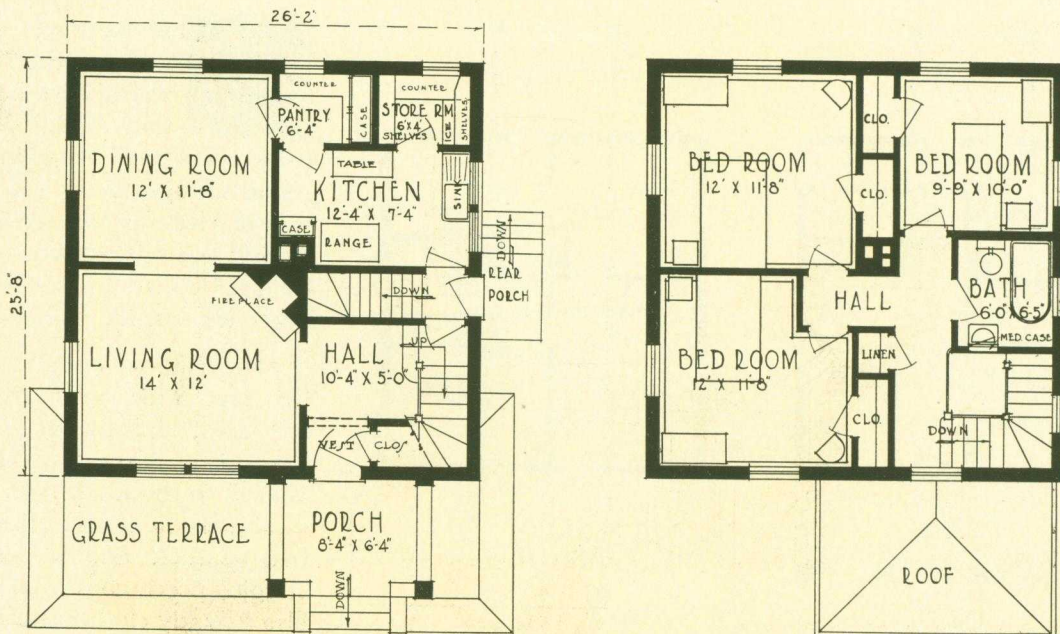
THE fortunate people who own the *Tacoma* will always be glad they built of solid brick. They will be reminded of its advantages every time they hear of a less fortunate neighbor having to raise three or four hundred dollars in a lump to paint the outside of his house.

The *Tacoma* is but twenty-five feet wide by twenty-six feet deep, exclusive of porches. There is a splendid porch convenient to the kitchen on which meals may be served during the hot weather, and a screened sleeping porch above. There is also a handy clothes chute.



The SENECA

Design No. 1



Use common brick for beauty and economy  Only the best bricks bear this mark



WITH pure white window sash and outside blinds, painted olive green, set against the brick the *Seneca* is a home which anyone might well be proud to own. It looks equally well on a city or suburban lot, or out in the country.

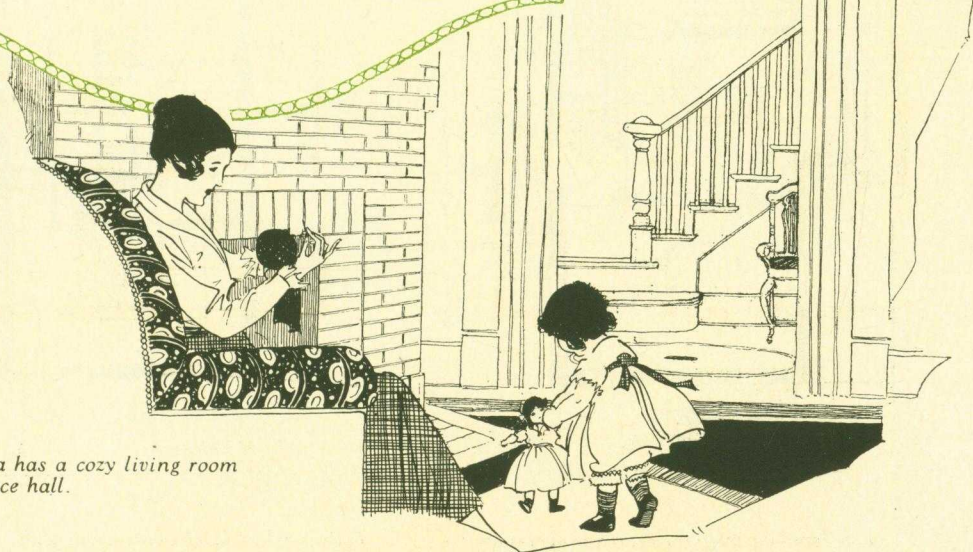
The *Seneca* is designed to bring out the beauty of the brick of which it is built. A wall built of common brick always possesses slight irregularities in surface and color, giving it a rich, interesting texture full of life and animation.

The house could be placed on a fairly narrow lot, the living and dining rooms and the bedrooms above being lighted from two sides. One side of the house could for that reason be fairly close to the lot line. The outside dimensions are twenty-six feet two inches wide by twenty-five feet eight inches deep.

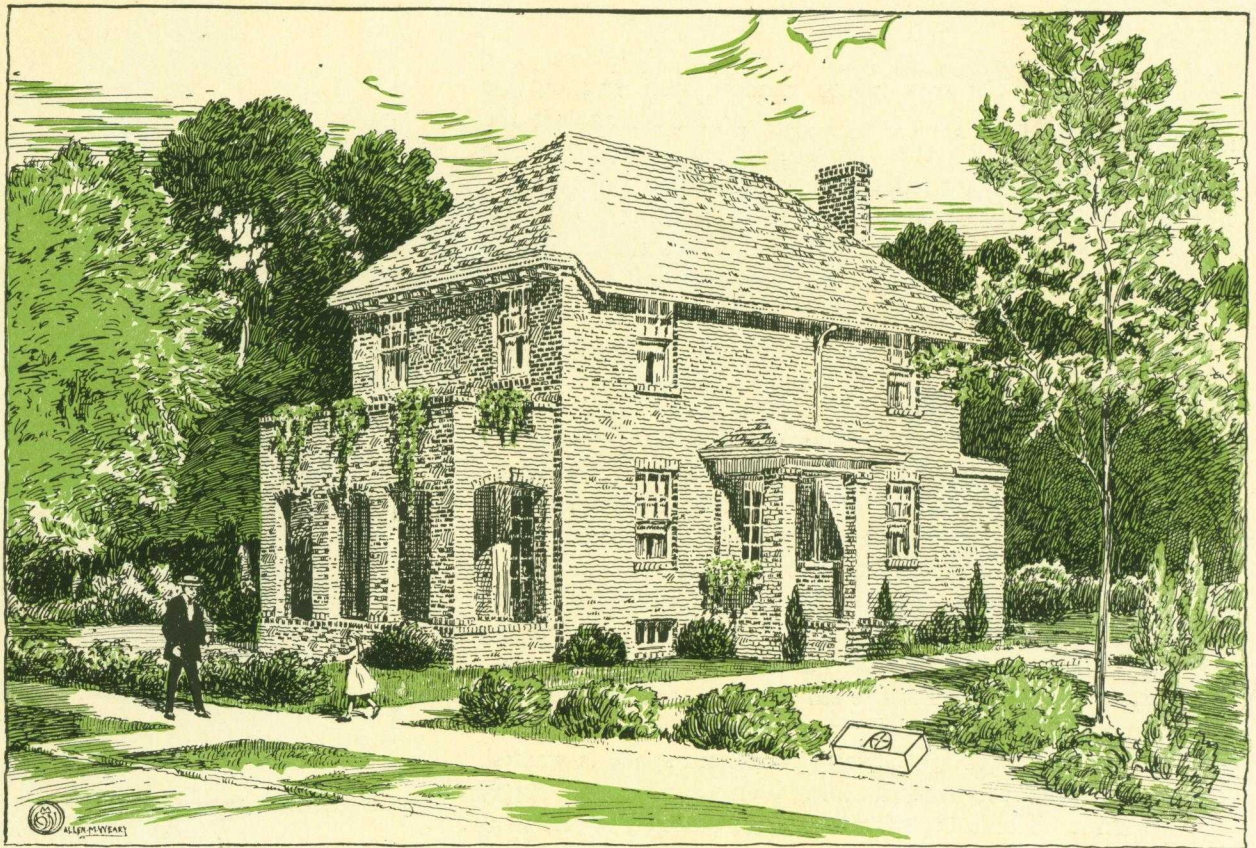
Every feature of the *Seneca* has been studied to obtain an economical yet attractive design. There are no breaks in the outside walls, and the plan is almost square; the roof is of the simplest type; all the flues are in one chimney; and the porch is designed so that while large enough to seat several people no space is wasted.

Both the living and dining rooms are cheerful, sunny rooms. The living room is fourteen feet by twelve feet, and the dining room twelve feet by eleven feet eight inches. The arrangement of kitchen, pantry and storage room is most convenient. The pantry is placed so that it shuts out the odors of cooking from the rest of the house, and affords welcome privacy where a maid is kept. The cellar stairs and rear porch are but a step away from the kitchen and the front door can be answered without going through the living rooms.

The bedrooms are all of good size, each having two windows and cross ventilation and each having an extra large closet. There is also a convenient linen closet.

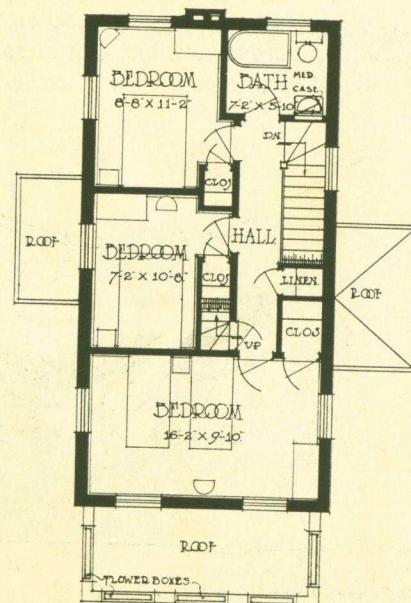
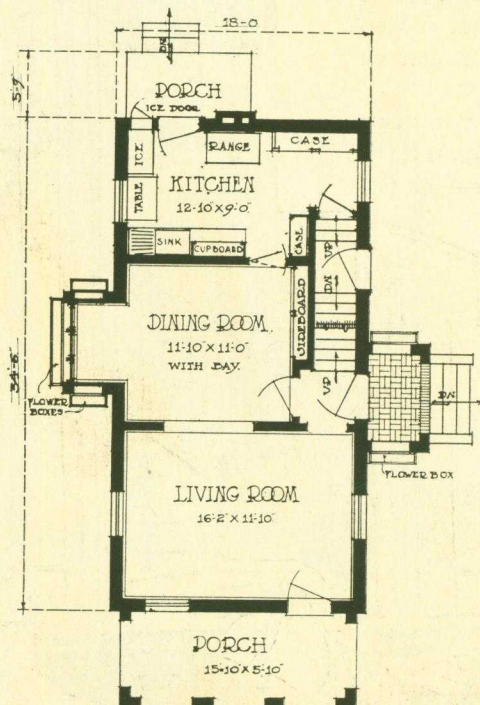


The *Seneca* has a cozy living room and entrance hall.



The KENNEBEC

Design No. 4



Use common brick for beauty and economy

Only the best bricks bear this mark

THIS house is specially designed for a narrow lot or for those who, having a wider lot, appreciate having a good garden or lawn at the side. It will attract favorable attention in any group of more expensive houses.

The dimensions of the main part of the house are only eighteen feet wide by thirty-four feet six inches deep. The living room is placed across the front of the house. The entrance to the house is at the side, thus leaving a large room in front, sixteen feet two inches by eleven feet ten inches, well lighted by windows on three sides and with lots of wall space against which furniture may be placed. It opens on a long porch of ample width. This porch is enclosed. Children can be put out there to play without any danger of wandering off into the street.

The dining room, opening from the living room through a wide cased opening, is a good sized room, eleven feet ten inches by eleven feet, which will, in reality, look much larger because of the bay window. A built-in sideboard is another attractive feature of this room.

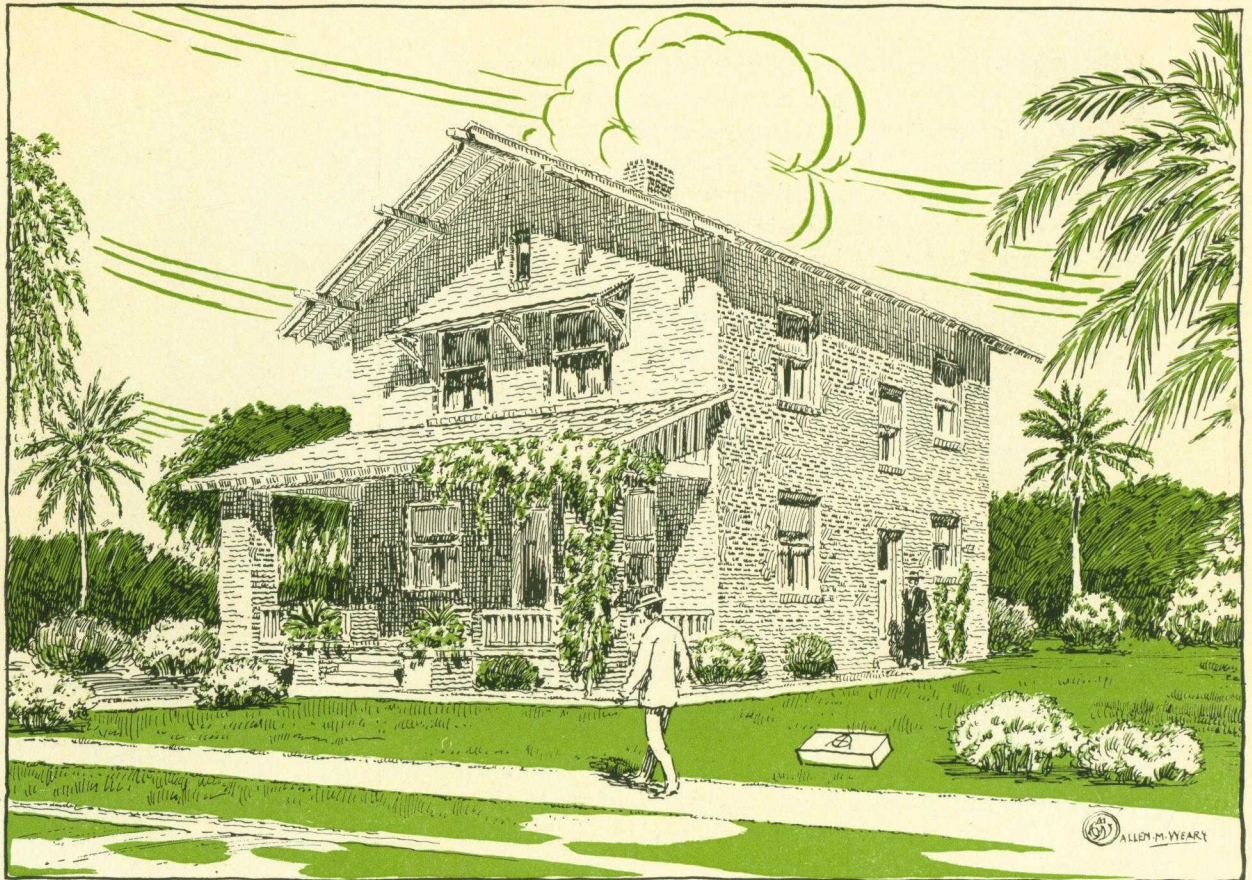
The kitchen is large and well laid out. Behind the range the brickwork is allowed to show right up to the ceiling, providing a wall that never has to be cleaned or decorated and that is safe from fire.

Upstairs are three large bedrooms each with a closet, a bathroom and a separate linen closet in the hall. The front bedroom is a splendid room, sixteen feet two inches by nine feet ten inches, with four windows the room being lighted from three sides.

Altogether this is a house which is comfortable to live in and of which any family may well be proud. Being of solid brick walls, it is also economical to build and maintain and is always comfortable and dry.



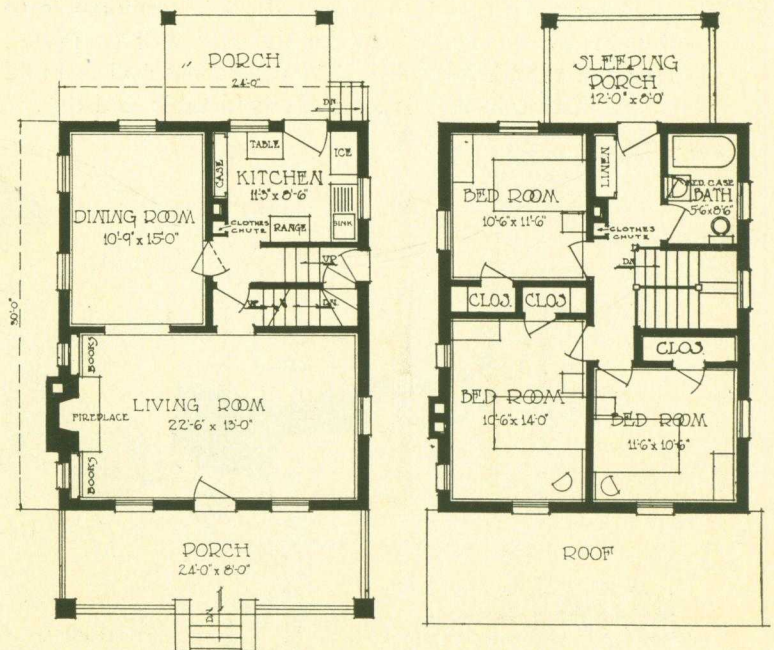
Looking through the cased opening from the living room to the dining room.



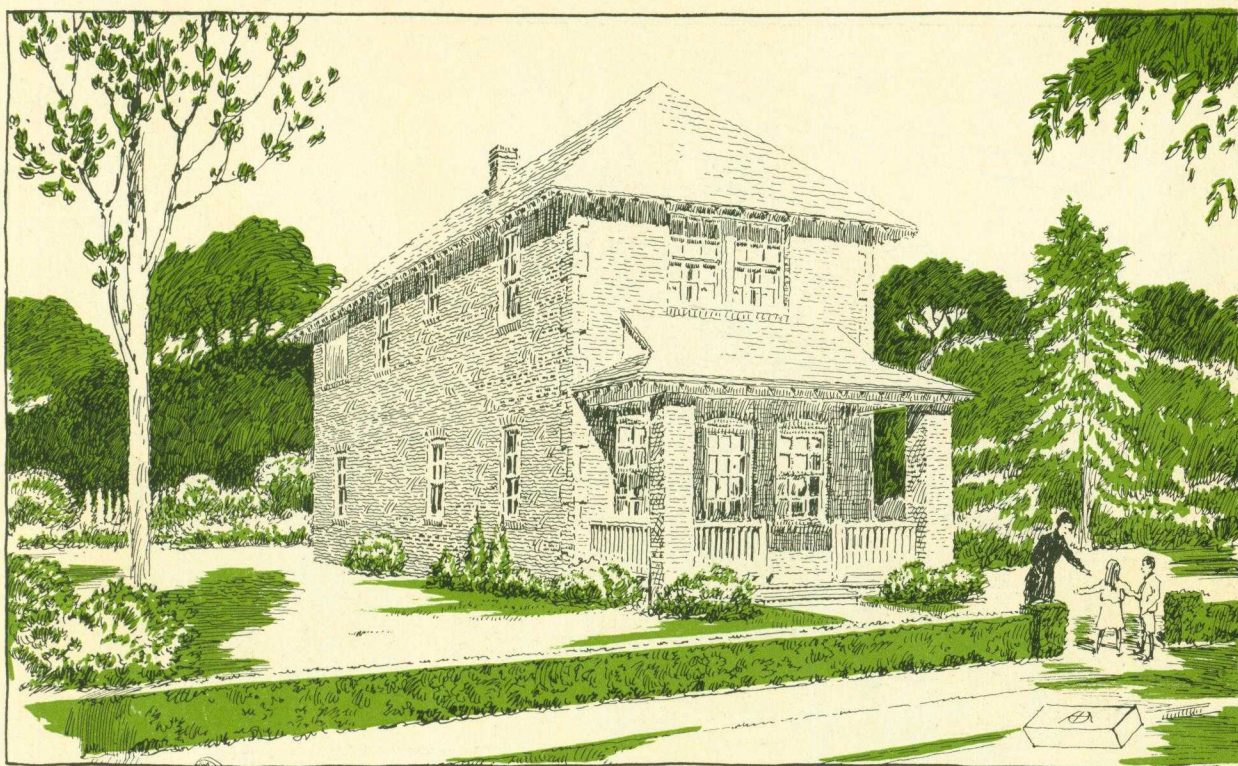
The YOSEMITE

Design No. 29

FOR the most interesting and artistic effects in the characteristic Californian style the architects of the west have found that brick has no superior. In that state the use especially of common "clinker" brick has become extremely popular. Brick not only adds to the appearance of a house but adds to its solid worth. The Yosemite with its large rooms, rear porch, large enough for a dining porch, and screened sleeping porch above, is a popular plan.

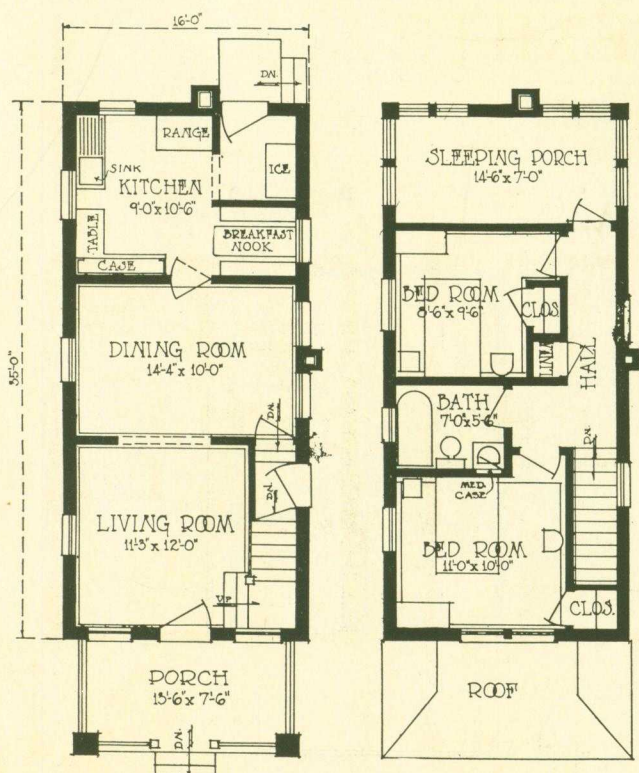


Use common brick for beauty and economy  Only the best bricks bear this mark



The SHASTA

Design No. 27

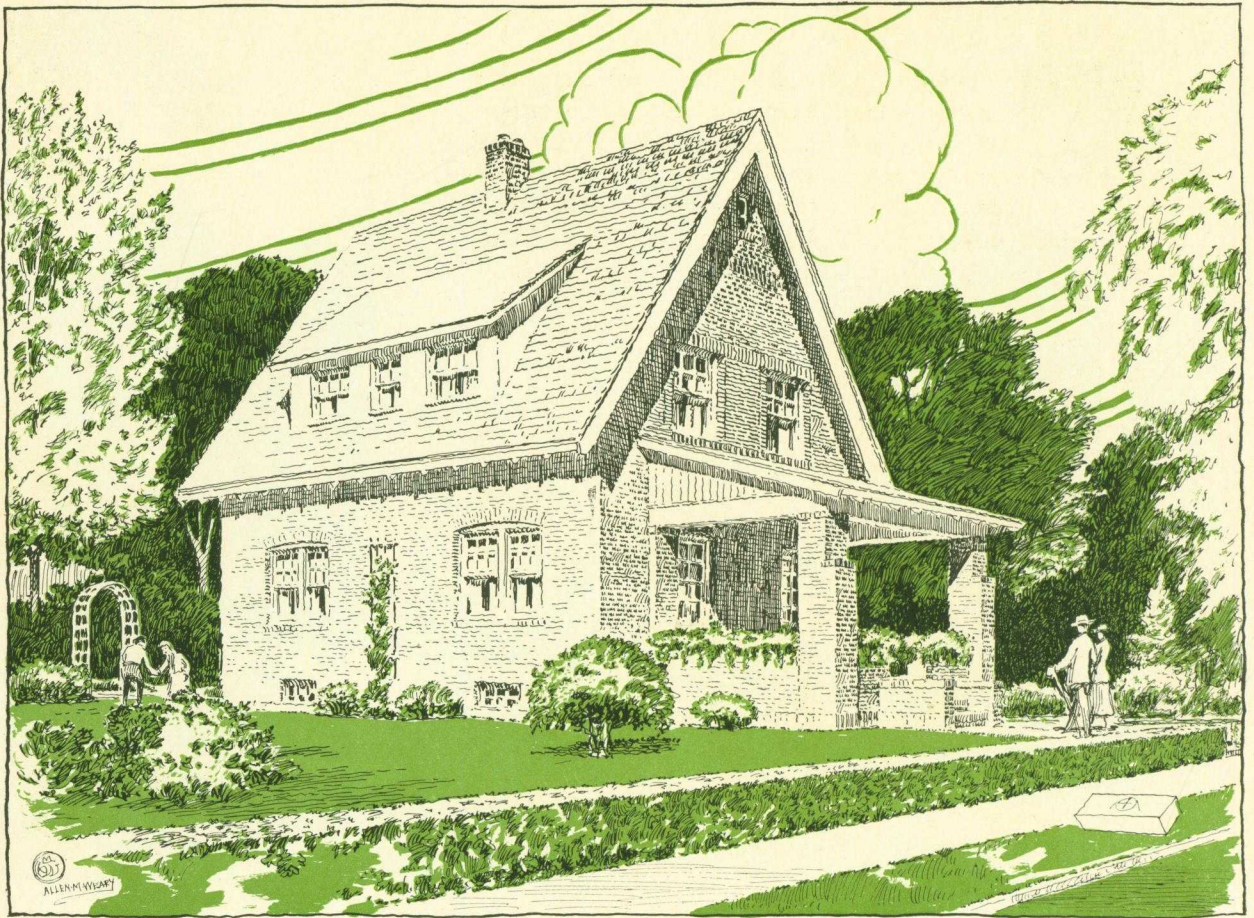


THIS small but cozy home is planned to fit a narrow lot. Considering its width—only sixteen feet—the size of the rooms is quite remarkable. The living room is eleven feet three by twelve feet, and the dining room is fourteen feet four by ten feet. Every room is well lighted and has good wall space for furniture.

The kitchen, too, is very roomy but of all the comforts of this little home the breakfast nook will commend itself to any woman who has had experience with one. Finished in white enamel there is a built-in, removable table and two benches big enough to seat four people comfortably. It makes a cozy place for breakfast and for Sunday night suppers. It is always nice and warm on frosty mornings and saves time setting and clearing the dining room table.

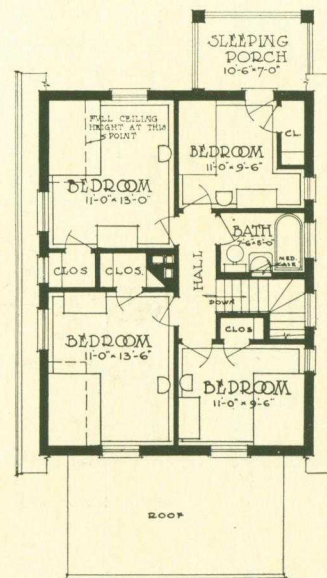
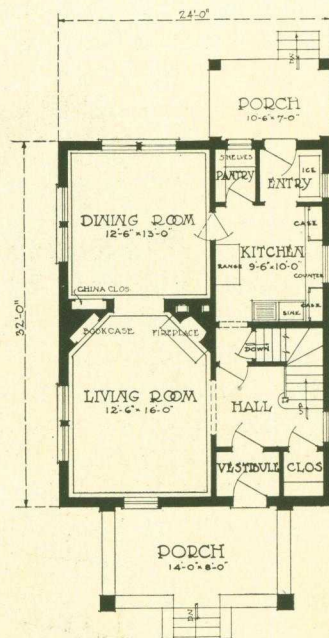
Upstairs are two bedrooms and a sleeping porch. The latter has double hung windows so that in cold weather it becomes a regular bedroom by simply closing the windows.

Use common brick for beauty and economy  Only the best bricks bear this mark



The SUSQUEHANNA

Design No. 111



Use common brick for beauty and economy  Only the best bricks bear this mark



IN building a house no one, especially the man of limited means, can afford to overlook the great saving and many advantages which come with the use of solid brick. Such a man cannot afford to build of any material which has a high upkeep cost. With solid brick there is no upkeep cost whatever. There is no painting or repairing of the brickwork itself. In building this house of solid brick the owner will have a real asset instead of a liability.

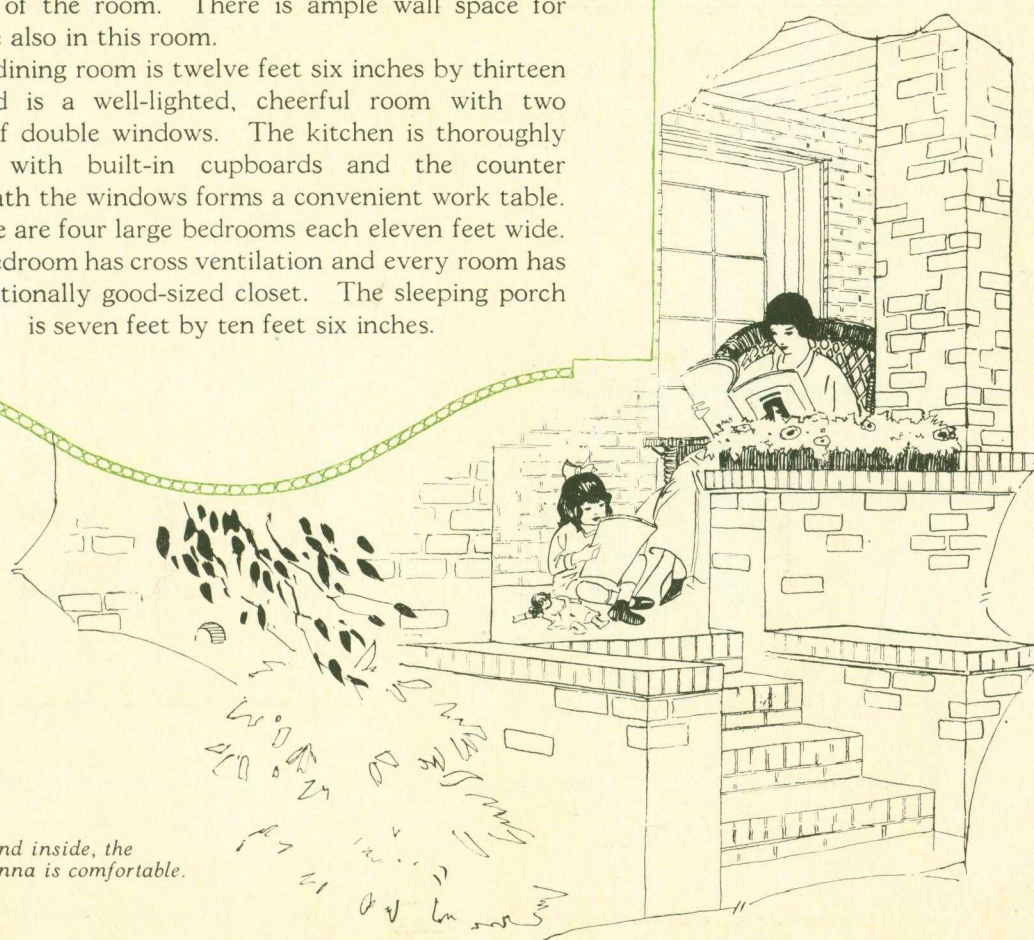
The total size of this house is but twenty-four feet by thirty-two feet, exclusive of porches. It is laid out to suit the needs of a family of moderate size. The porches are both roomy, the front porch being eight feet wide by fourteen feet long, and the rear porch seven feet wide by ten feet six inches—large enough to be used as a dining porch.

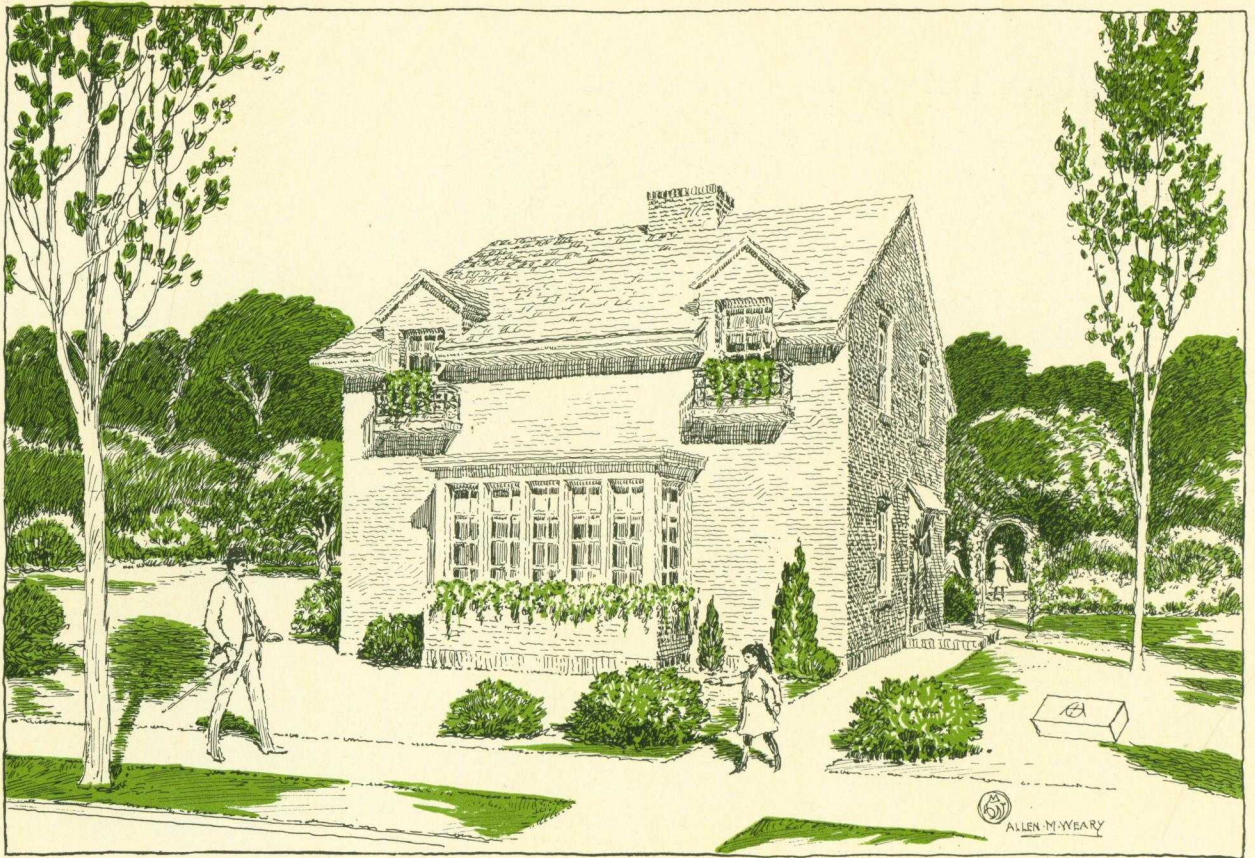
The entrance to the house is through a vestibule into a stair hall in which there is a coat closet handy to the front door. The living room is twelve feet six inches wide by sixteen feet long, lighted from two sides. The cased opening forming the entrance to the dining room, together with the fireplace and the built-in book case, make a very artistic and distinctive treatment of the end of the room. There is ample wall space for furniture also in this room.

The dining room is twelve feet six inches by thirteen feet, and is a well-lighted, cheerful room with two groups of double windows. The kitchen is thoroughly modern with built-in cupboards and the counter underneath the windows forms a convenient work table.

There are four large bedrooms each eleven feet wide. Every bedroom has cross ventilation and every room has an exceptionally good-sized closet. The sleeping porch is seven feet by ten feet six inches.

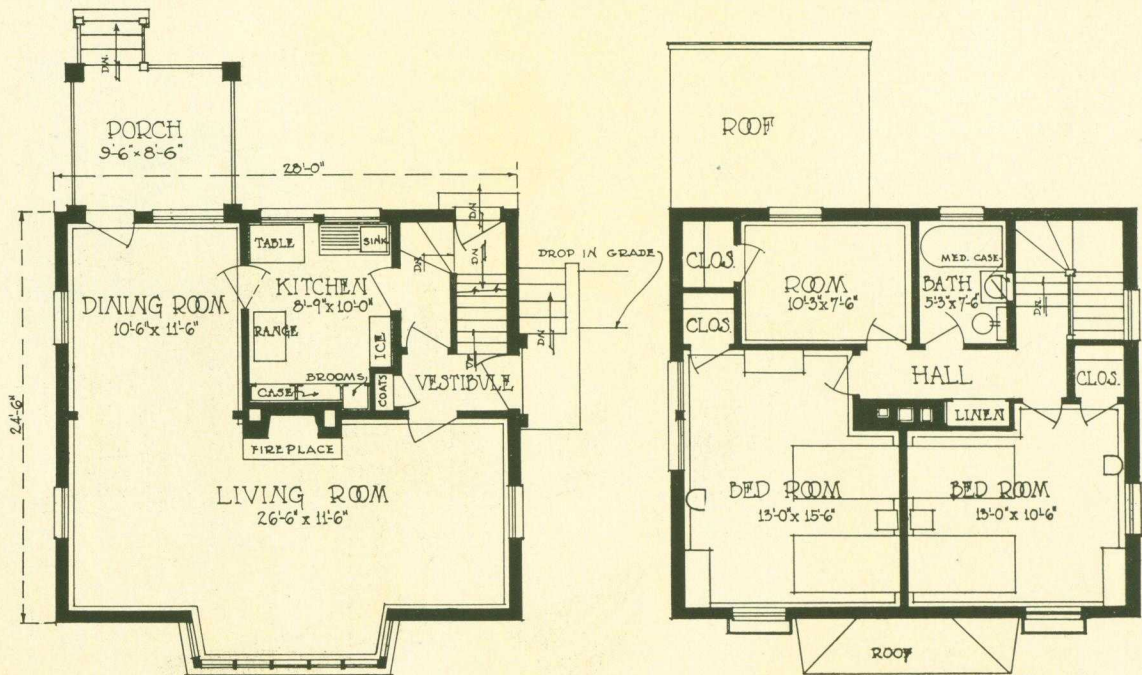
*Outside and inside, the
Susquehanna is comfortable.*





The POTOMAC

Design No. 120



Use common brick for beauty and economy  Only the best bricks bear this mark



COMFORT, warmth and hospitality are associated with any well designed house built of local common brick. Such a house will seldom fail to harmonize with the natural scenery and will blend into the landscape in the same manner as those charming old brick buildings found in the eastern part of the United States and in the older countries of the world.

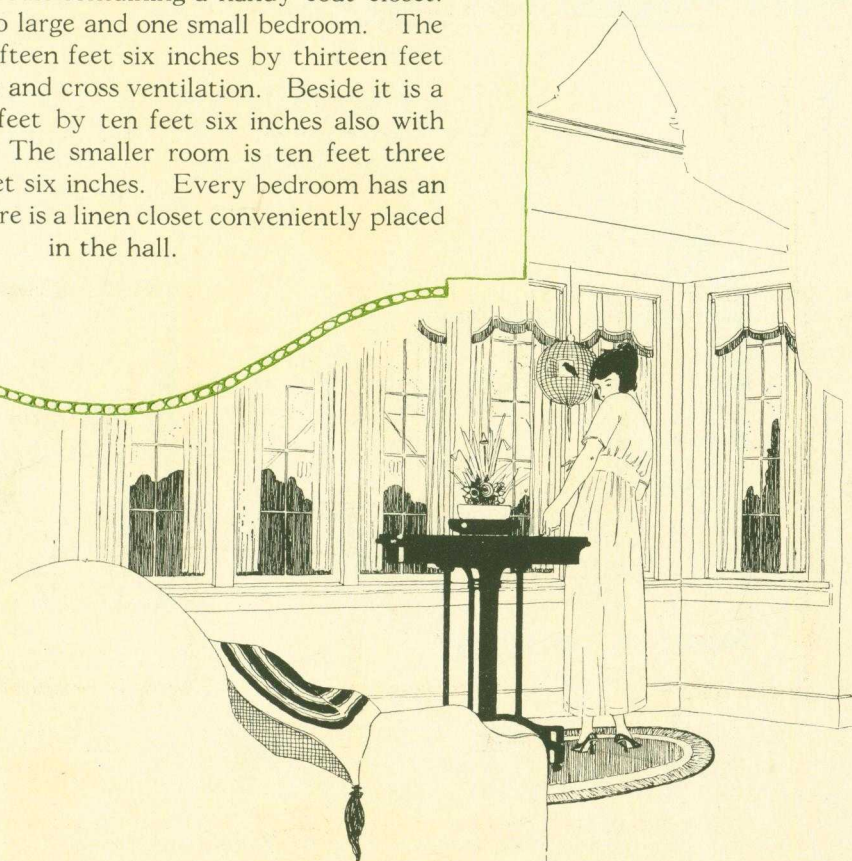
Such a house—permanent and beautiful—is not necessarily expensive. A simple artistic treatment of the local brick—even though it may look rough when piled in a heap—is all that is required to produce surprisingly beautiful results. The color and texture of brick varies in each locality and the peculiarities of each kind fit it particularly for use in the district in which it is made.

This house is adapted from a design that is popular in many sections. It has surprisingly ample accommodations, considering its outside dimensions.

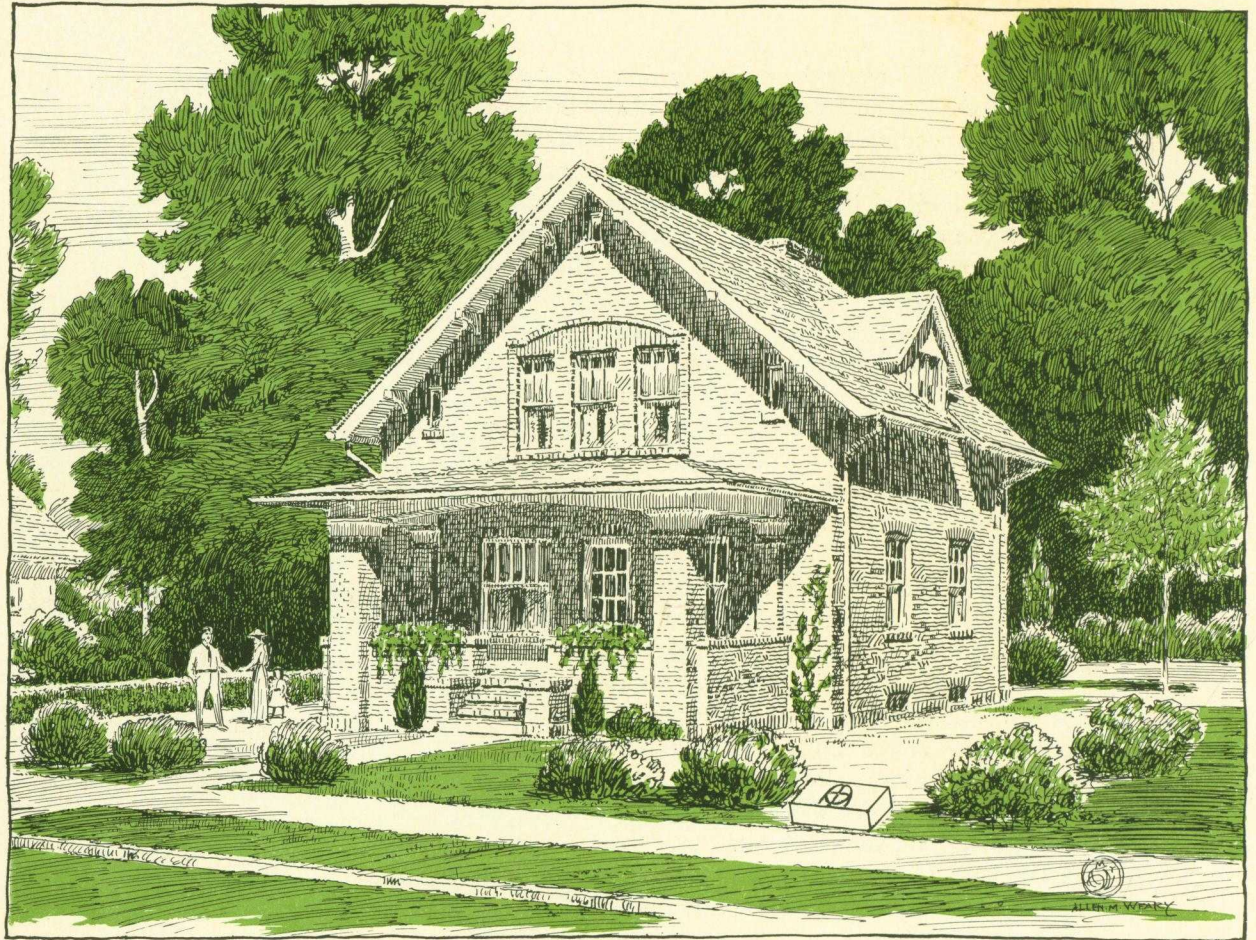
In plan the first floor is a compromise between the combination living and dining room and the regulation two-room plan. The dining room appears as an "L" or alcove off the large living room and by proper arrangement of furniture affords suitable seclusion to the portion used as a dining room.

The entrance to the house is at the side, the door opening into a vestibule containing a handy coat closet.

Upstairs are two large and one small bedroom. The principal room is fifteen feet six inches by thirteen feet with large windows and cross ventilation. Beside it is a bedroom thirteen feet by ten feet six inches also with cross ventilation. The smaller room is ten feet three inches by seven feet six inches. Every bedroom has an ample closet. There is a linen closet conveniently placed in the hall.

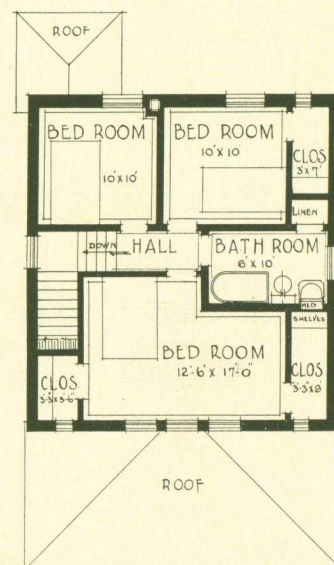
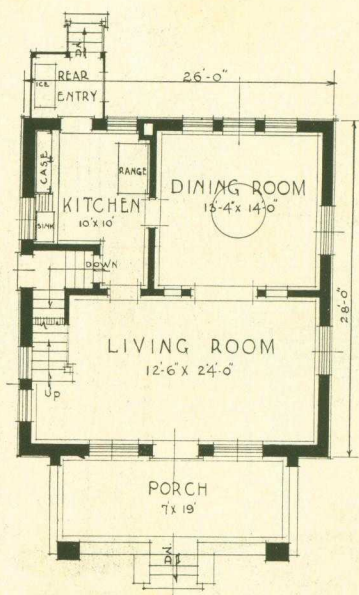


The big bay window gives opportunity for a splendid outside view.



The ONEONTA

Design No. 114



Use common brick for beauty and economy  Only the best bricks bear this mark



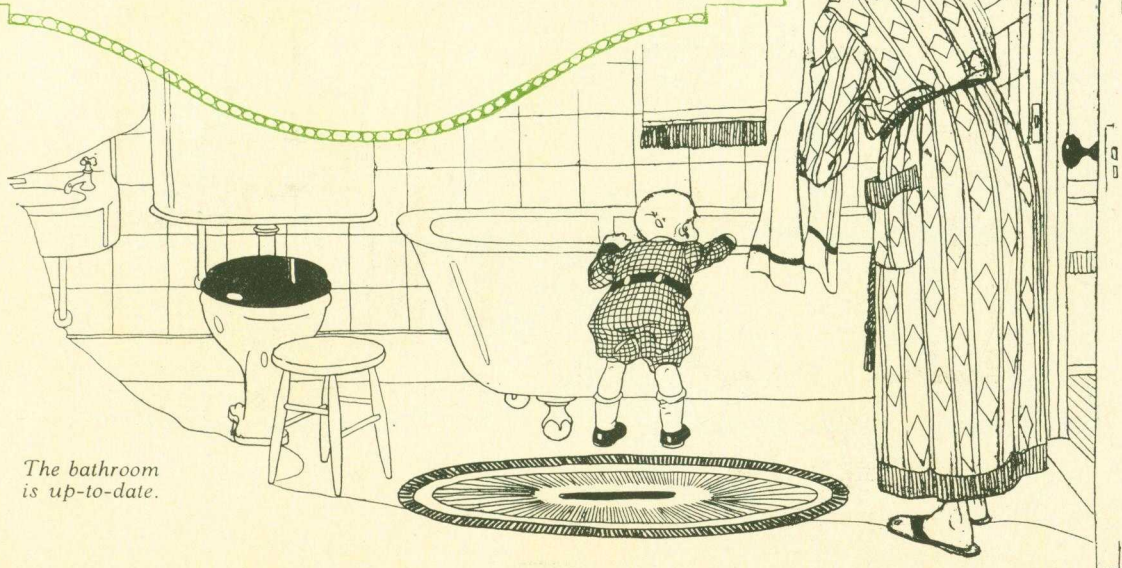
HERE are few people unappreciative of the charm of a simple home such as this when built well of good, honest, durable material. It is well designed as to mass and yet relies largely on the strong character of the material itself for its principal effect.

It was designed under the following conditions—given a family of three or four people of good taste, a small lot, a small bank account and moderate income; to provide them with a roomy house with a big veranda, but with as small a total area as possible, and the least height that was practical, so it could be built at the lowest cost. Moreover, it had to be good looking outside and have as little upkeep expense attached to it as possible. The latter consideration was responsible for the selection of solid brick for wall construction because brick never requires painting and saves insurance rates and fuel.

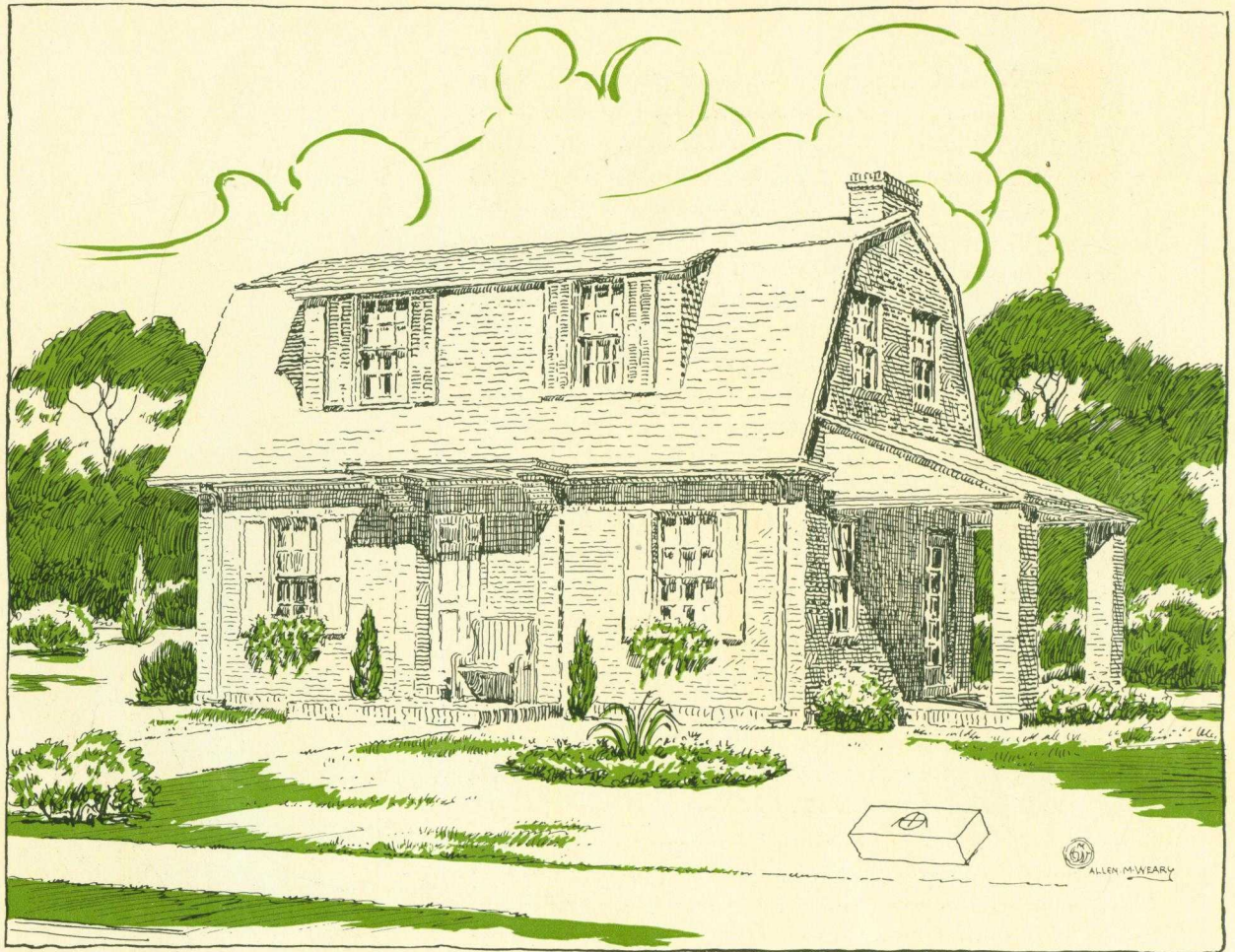
The house is only twenty-six feet by twenty-eight feet deep—remarkably small when the accommodations it has are considered. This is a story and a half house, but the two bedrooms having closets have square ceilings, only the closets having any headroom cut off. Each closet is lighted by a window.

The first floor is carefully studied. The kitchen is laid out to save steps and to give ample space for china, dishes and food. It is ten feet square and has a small entry containing the icebox. The living room opens on a large porch. To obtain a room of maximum dimensions, there is no front vestibule, the front door opening directly into the house.

On the second floor are three bedrooms—the main bedroom twelve feet six inches wide by seventeen feet long, with two large lighted closets. Each of the other bedrooms is ten feet square.

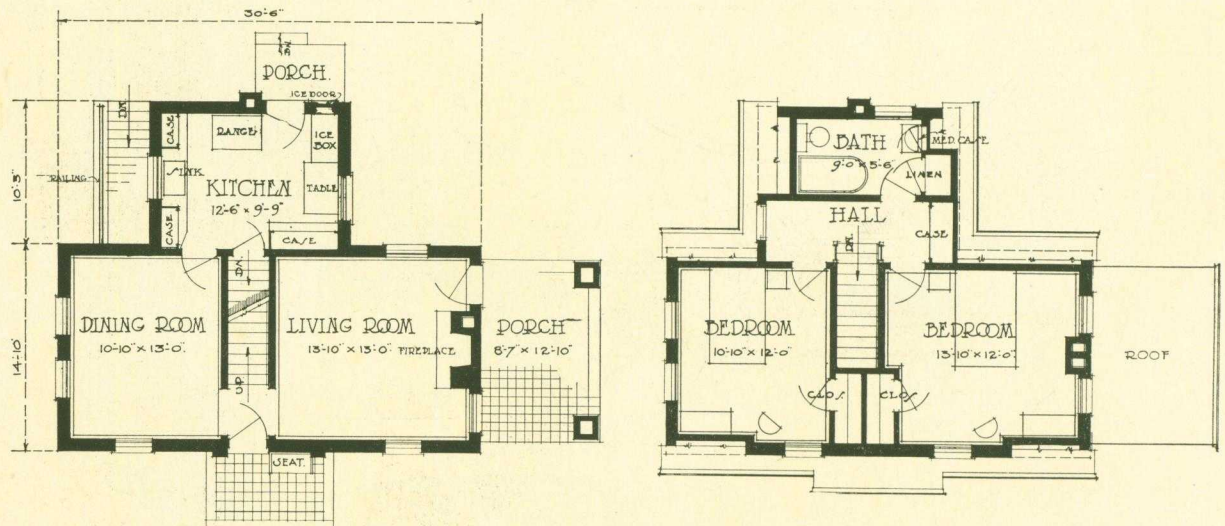


The bathroom is up-to-date.



The CHIPPEWA

Design No. 124



Use common brick for beauty and economy  Only the best bricks bear this mark



FOR a really artistic home the Dutch Colonial style always commends itself to many who prefer a quaint, yet thoroughly up-to-date house. For that reason this type is becoming immensely popular. Its low roof line gives the key to its effectiveness and, to obtain this appearance, the first floor level is raised only one step above grade. To raise it any more would give the house a perched-up look and spoil the design. The low effect can be maintained in the front by "terracing" or raising the grade at the front and sides of the house. The first floor line at the back part of the house is then, of course, high enough to light the cellar without having to build areas.

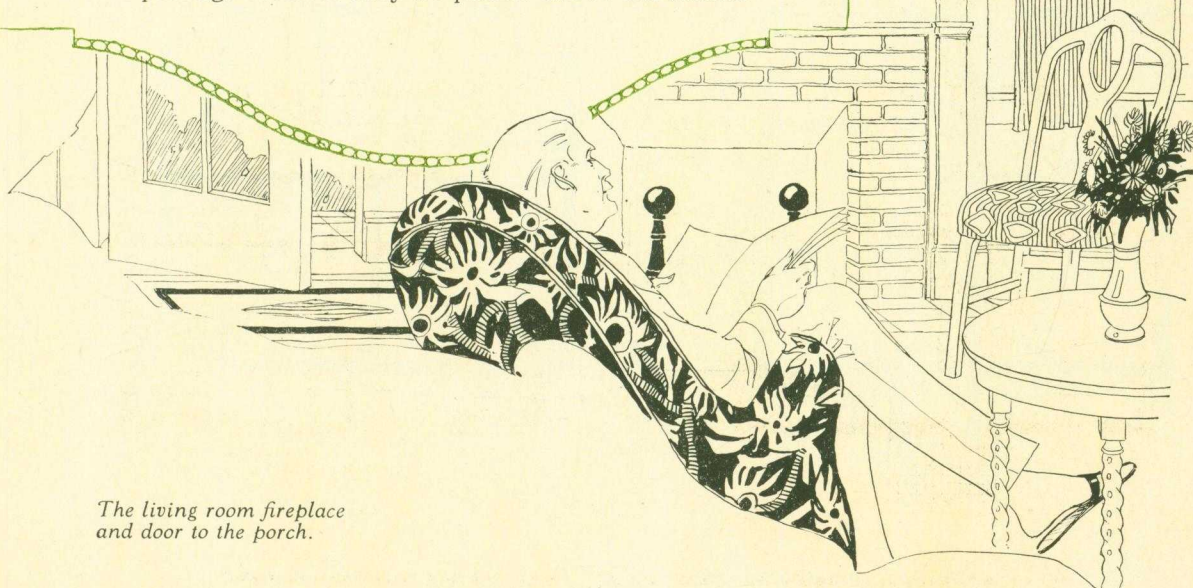
The entrance is very attractive with a brick paved terrace and a seat at the side of the front door, sheltered by the overhang of the roof. The covered porch at the side is very roomy, eight feet seven inches by twelve feet ten inches, secluded from the front entrance.

The plan is compact and the rooms attractive. The main part of the house is thirty feet six inches wide by fourteen feet ten inches deep; the rear part being fourteen feet four inches wide by ten feet three inches deep.

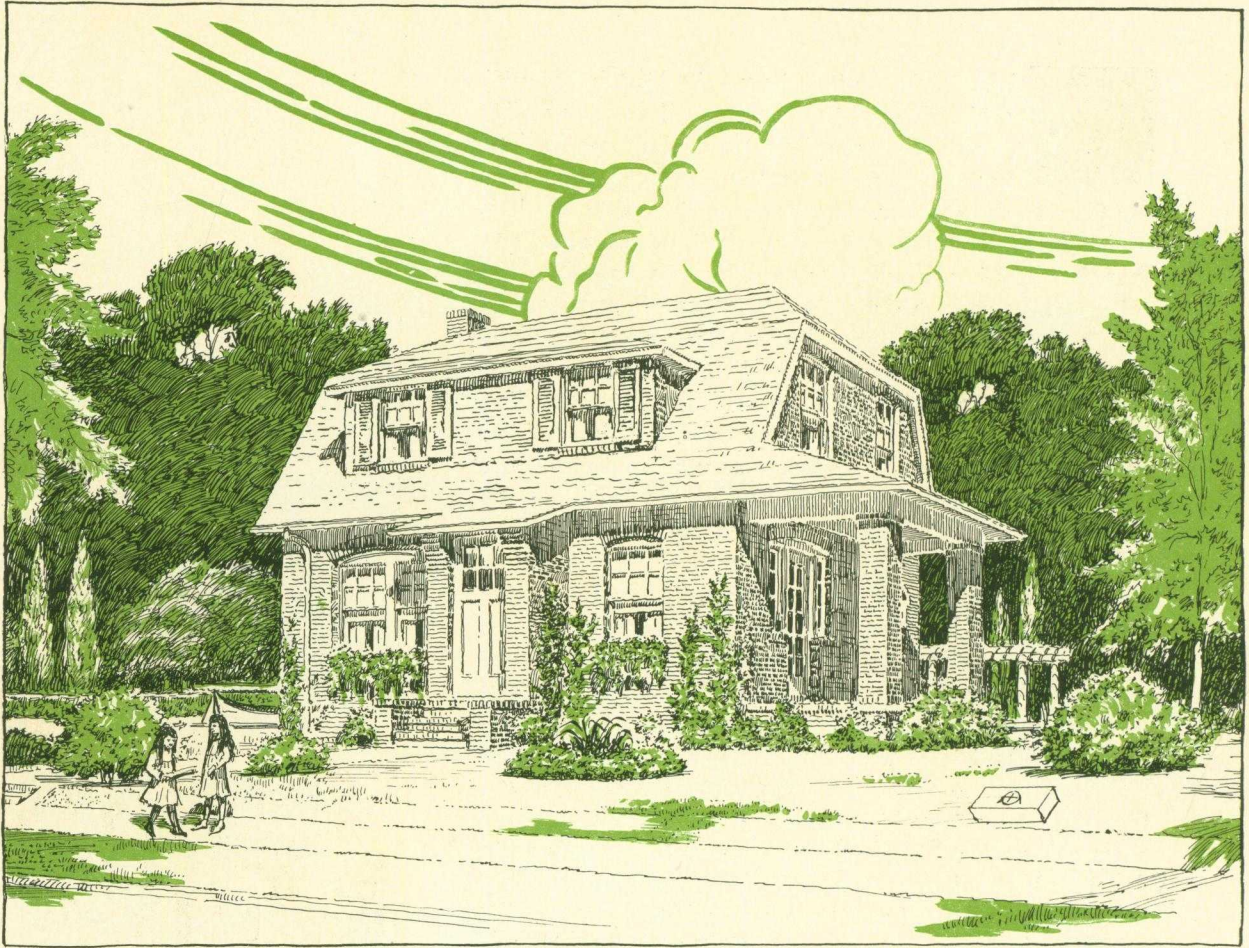
The living room is a bright, cheery room thirteen feet ten inches by thirteen feet, with a view on three sides and with a big fireplace at one end. Next to the fireplace is the door to the porch which would probably be left open most of the time during the summer.

The dining room is ten feet ten inches by thirteen feet, also very well lighted and with ample wall space against which to place the sideboard, chairs, etc. The kitchen, twelve feet six inches by nine feet nine inches, is old-fashioned and roomy, yet has all the step-saving arrangements of a modern flat. The rear entry is arranged to keep the iceman outside of the kitchen.

A package receiver may be placed above the icebox.

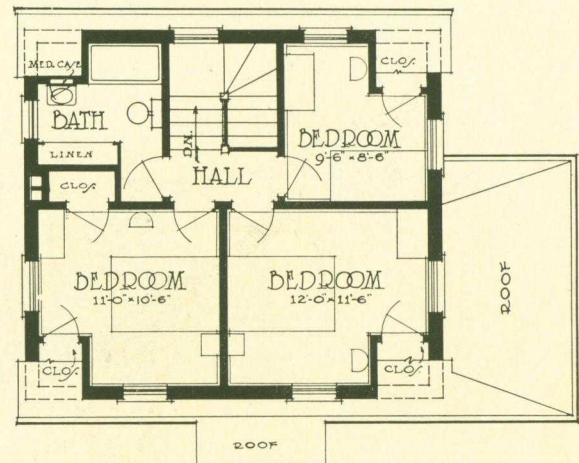
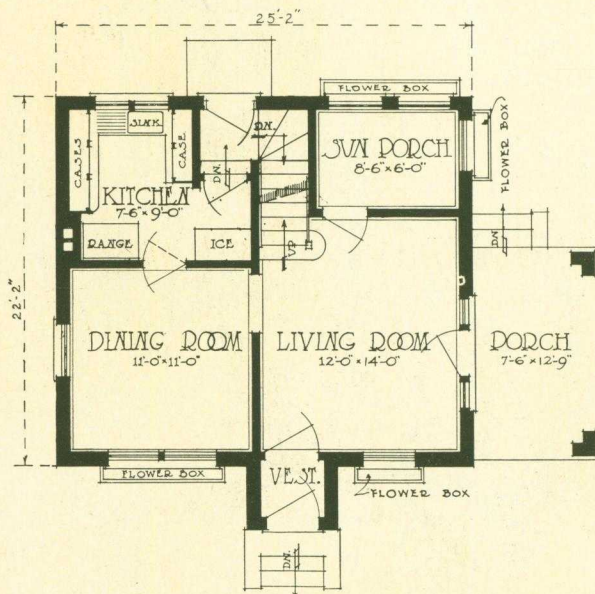


The living room fireplace and door to the porch.



The HURON

Design No. 102



Use common brick for beauty and economy  Only the best bricks bear this mark

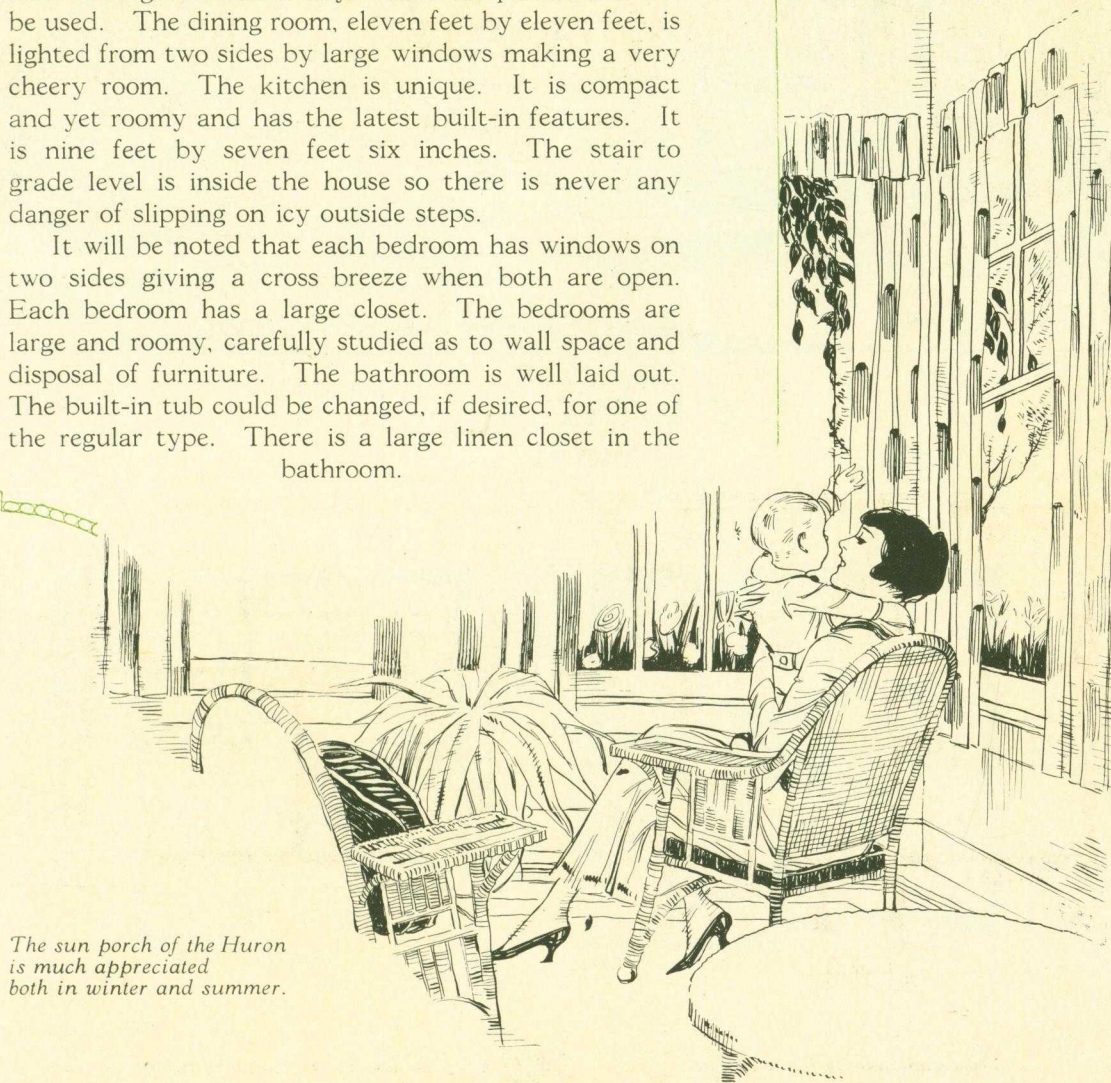


WHILE the *Huron* retains something of the character of the Dutch Colonial type yet it cannot be properly classed under that head. It is a distinctive and attractive design and has the character which comes only by the use of the most cheerful looking, artistic and practical material at the disposal of the builder—solid brick. A solid brick house is always dry and comfortable.

The plan is worthy of attention and has the same distinctive character as the elevation. The outside dimensions of the house are twenty-five feet two inches wide by twenty-two feet two inches deep exclusive of porches. There is not an inch of space wasted anywhere. On the first floor is a living room twelve feet by fourteen feet, well lighted by windows on two sides, and with an entrance to a charming piazza at the side; a cool, inviting spot on hot summer days and evenings.

Adjoining the living room is a sun parlor, a bright room, mostly glass, which the whole family will appreciate during the winter days when the piazza can not be used. The dining room, eleven feet by eleven feet, is lighted from two sides by large windows making a very cheery room. The kitchen is unique. It is compact and yet roomy and has the latest built-in features. It is nine feet by seven feet six inches. The stair to grade level is inside the house so there is never any danger of slipping on icy outside steps.

It will be noted that each bedroom has windows on two sides giving a cross breeze when both are open. Each bedroom has a large closet. The bedrooms are large and roomy, carefully studied as to wall space and disposal of furniture. The bathroom is well laid out. The built-in tub could be changed, if desired, for one of the regular type. There is a large linen closet in the bathroom.



The sun porch of the Huron is much appreciated both in winter and summer.



THE *Cheyenne* is an English type of house, the model upon which many of the most eminent architects of the East base their best designs. It is marked by the characteristic frankness with which the interior arrangement is expressed on the exterior. Hence, the picturesque grouping of gables and the long sweep of the roof.

The outside dimensions of this house are twenty-four feet six inches wide by twenty-one feet eight inches deep. The plan is thoroughly modern, and the principal room of the house conforms to the new idea of combining the living and dining room into one spacious room which, in this case, is twelve feet by twenty feet. This room is very light and cheery with casement windows in front and a large brick fireplace. The kitchen is extremely compact, being nine feet eleven inches by eight feet ten inches, with the cupboards, sink and icebox close together. The icebox is placed under one of the cabinets and has an outside icing door.

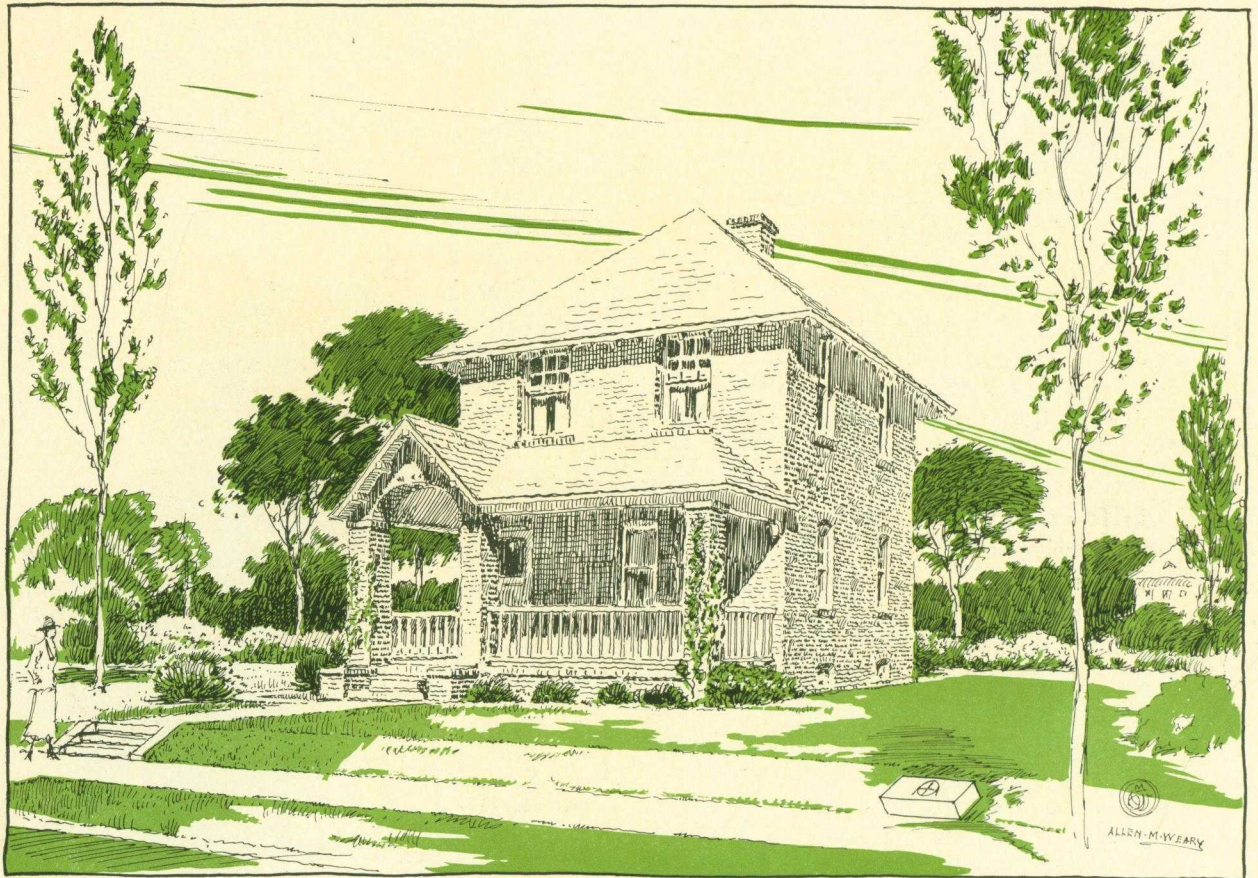
The front porch is very attractive. It is four feet wide and eleven feet long, roomy enough for several chairs, and makes an exceptionally interesting entrance. There is a convenient coat closet near the front door.

On the second floor are two good sized bedrooms, one twelve feet by nine feet, and the other ten feet six inches by nine feet six inches, each with a good closet. One of these closets has a window. Each bedroom has a window on two sides, giving cross ventilation. The bathroom is eight feet eight inches by five feet. A linen closet and a large closet for odds and ends both open from the hall.

On account of the sweeping lines of the roof, a little headroom is cut off in the second floor, at the front and rear. This generally occurs with this style of house and adds to the quaintness of the rooms.



The kitchen of the Cheyenne.

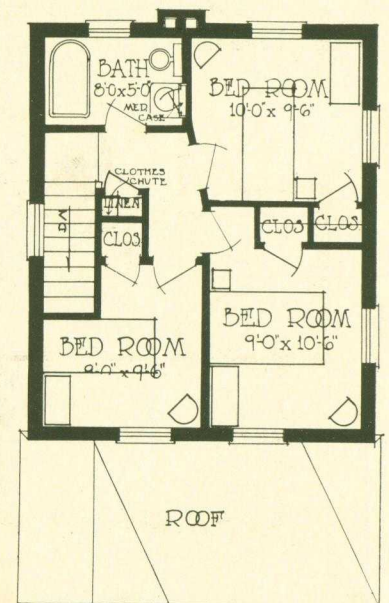
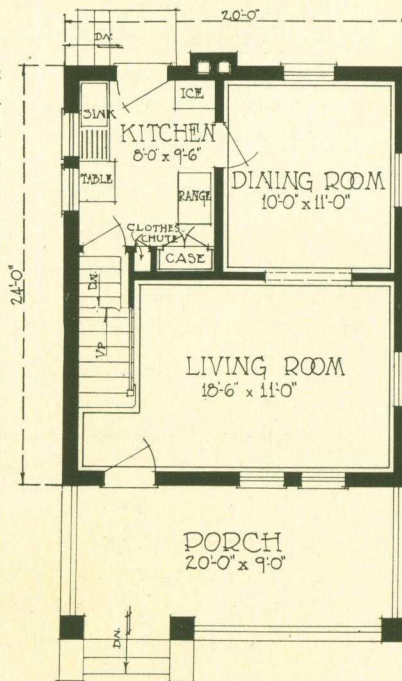


The AZTEC

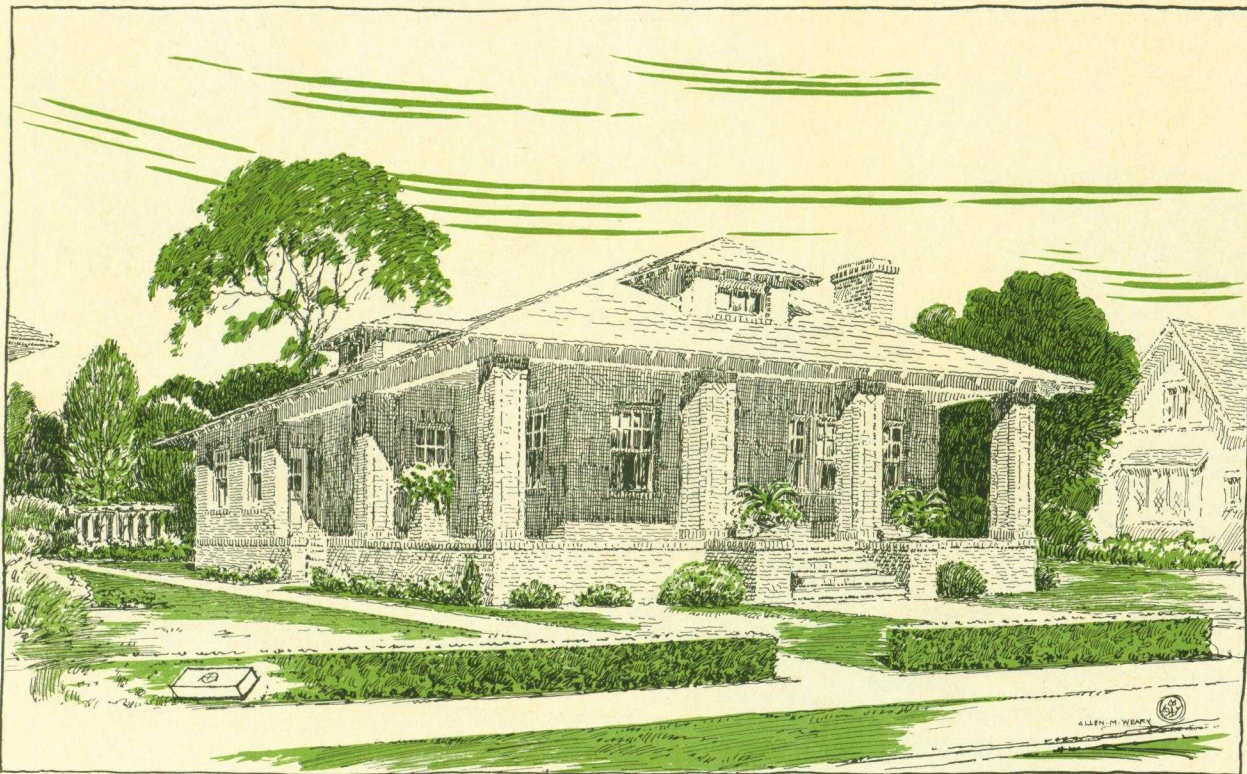
Design No. 37

BRICK imparts a sense of solidity and permanence to any structure and its beauty is more than skin deep. A brick wall a hundred years old looks, and is, as good as new and never costs a cent for upkeep.

The Aztec is designed to provide ample accommodations for an average family in a small and economical house—only twenty feet wide by twenty-four feet deep. The principal rooms are comparatively large—the living room being eighteen feet six inches long—and the house has ample closet space. The Aztec has all the modern conveniences, including a clothes chute from the second floor. Two bedrooms have cross ventilation.

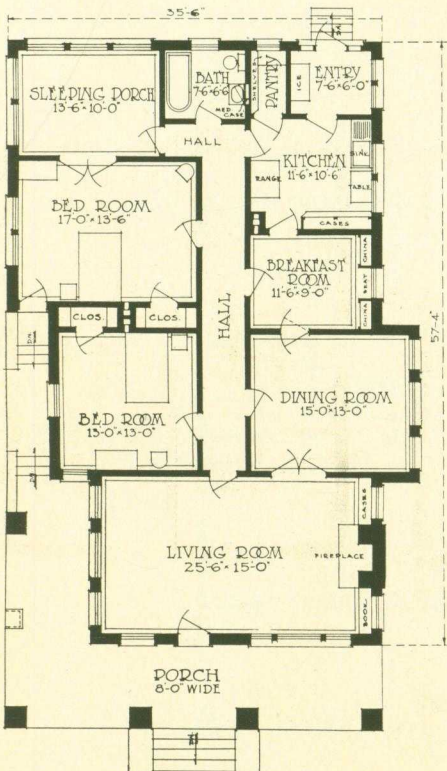


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The SHAWNEE

Design No. 203

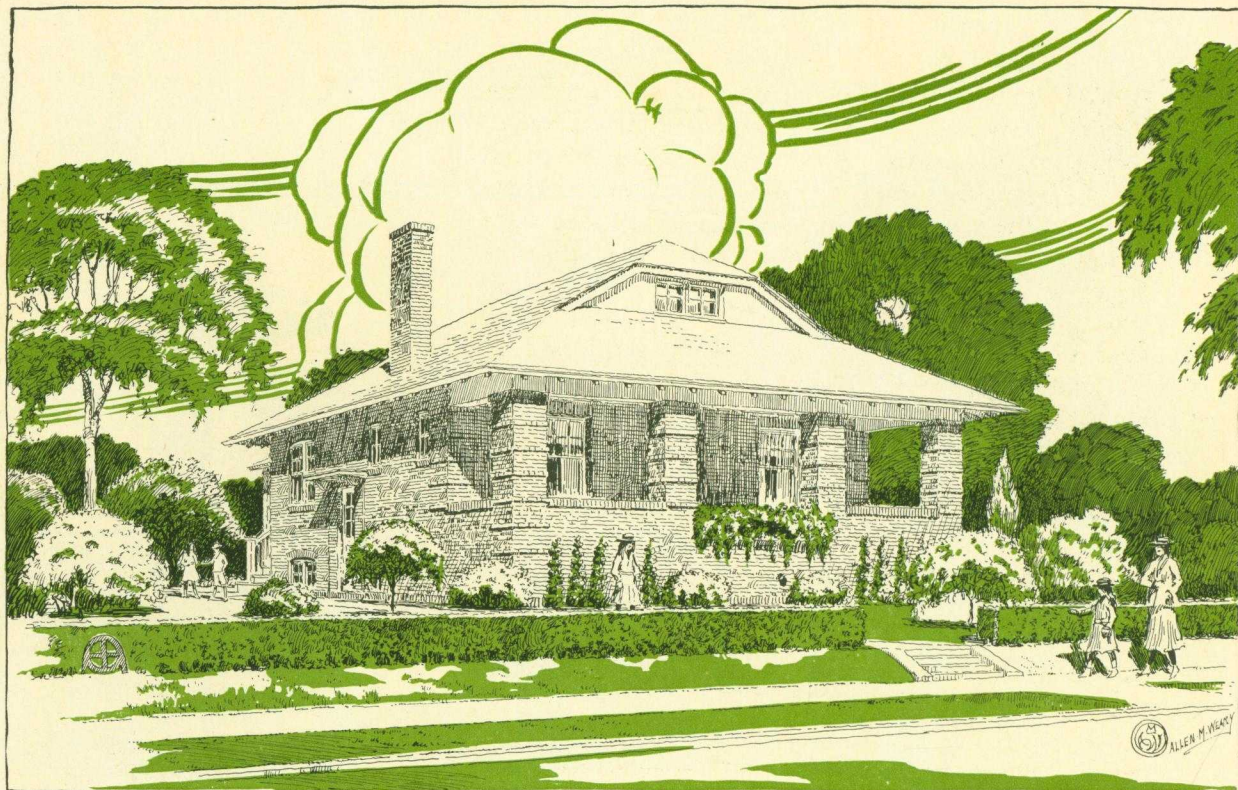


HERE is not a single good reason why any house—no matter what its size or cost—should be built of inferior substitutes for good solid brick, the standard building material for the last eight thousand years. Solid brick houses not only have the great advantage of never requiring the expense of painting or repairing the outside walls, but they last well over the century mark. This means that should you ever want to raise money on your property you can always sell it for a good sum, or mortgage it on favorable terms. The man who buys it, or lends money on it, knows that a solid brick house is the very highest class of construction and that it will last the rest of his life and his children's too.

The *Shawnee* will keep several generations of people cozy and warm in winter and cool in summer. It is simply planned and has the solid, artistic appearance which always goes with a brick house.

The porches are very wide and the living and dining rooms are large and airy and well lighted. There are many closets, cases and shelves. The sleeping porch, opening from either the bedroom or the hall, will appeal strongly to most people.

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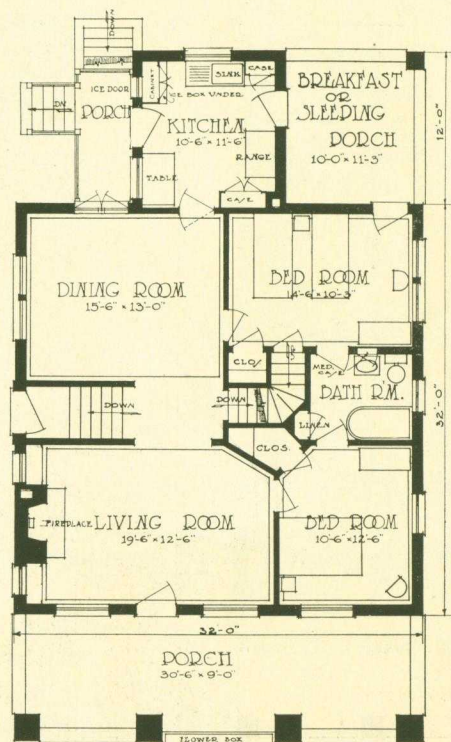


The CHOCTAW

Design No. 212

Every house obtains much of its character from the texture of the material of which it is built. We admire the beautiful weave and the subtle charm and depth of a beautifully woven fabric; and of the same nature is the texture of brick. Every brick has the slightly different markings which its exposure to the fire produces, and which give life to the appearance of a wall.

Instead of brick requiring paint, forces of nature which destroy other materials actually enrich and beautify it. Rain, frost and sunshine and the passing of the years make brick only the more charming.



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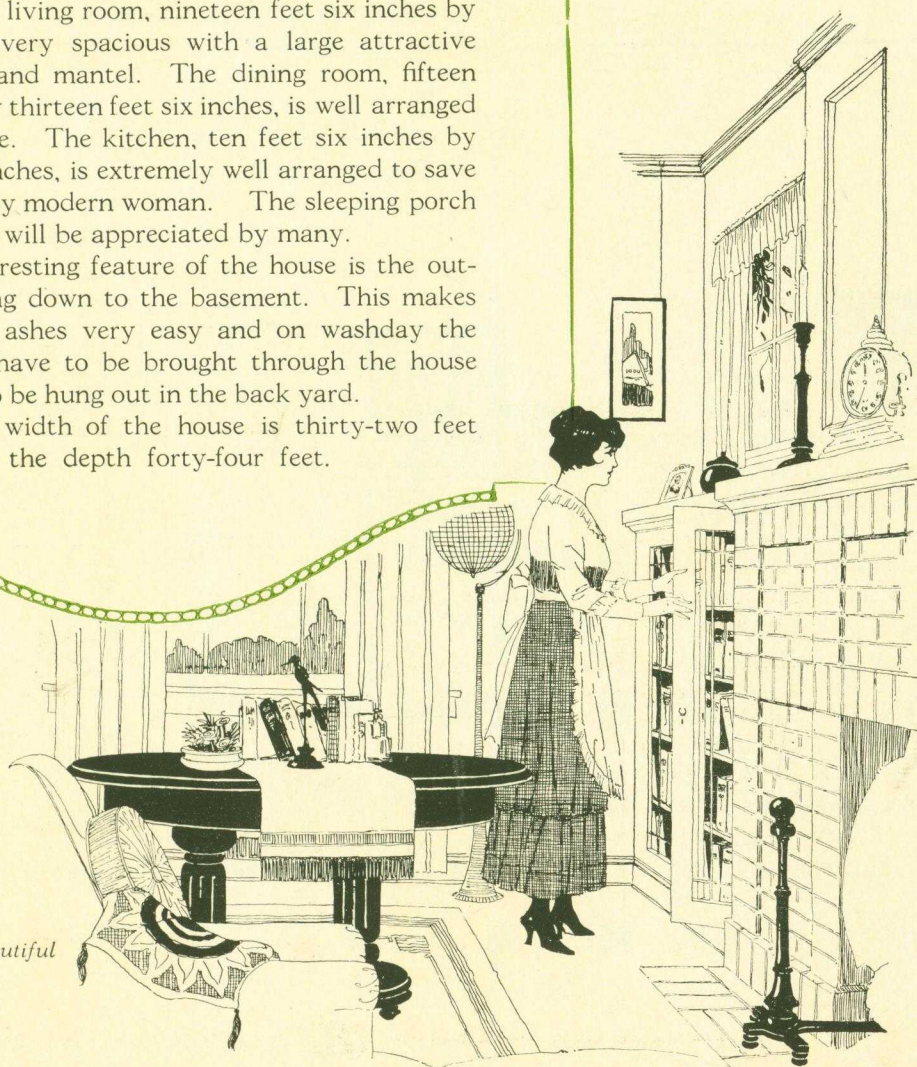
MANY people who have lived in a flat are faced with the fact, when they decide to build, that a two-story house requires much more furniture than they possess. When they add the cost of the house to the cost of the extra furniture it makes them pause and reflect, and probably decide to build a bungalow rather than a house. Then again, many people like the arrangement with which apartment house life has made them most familiar.

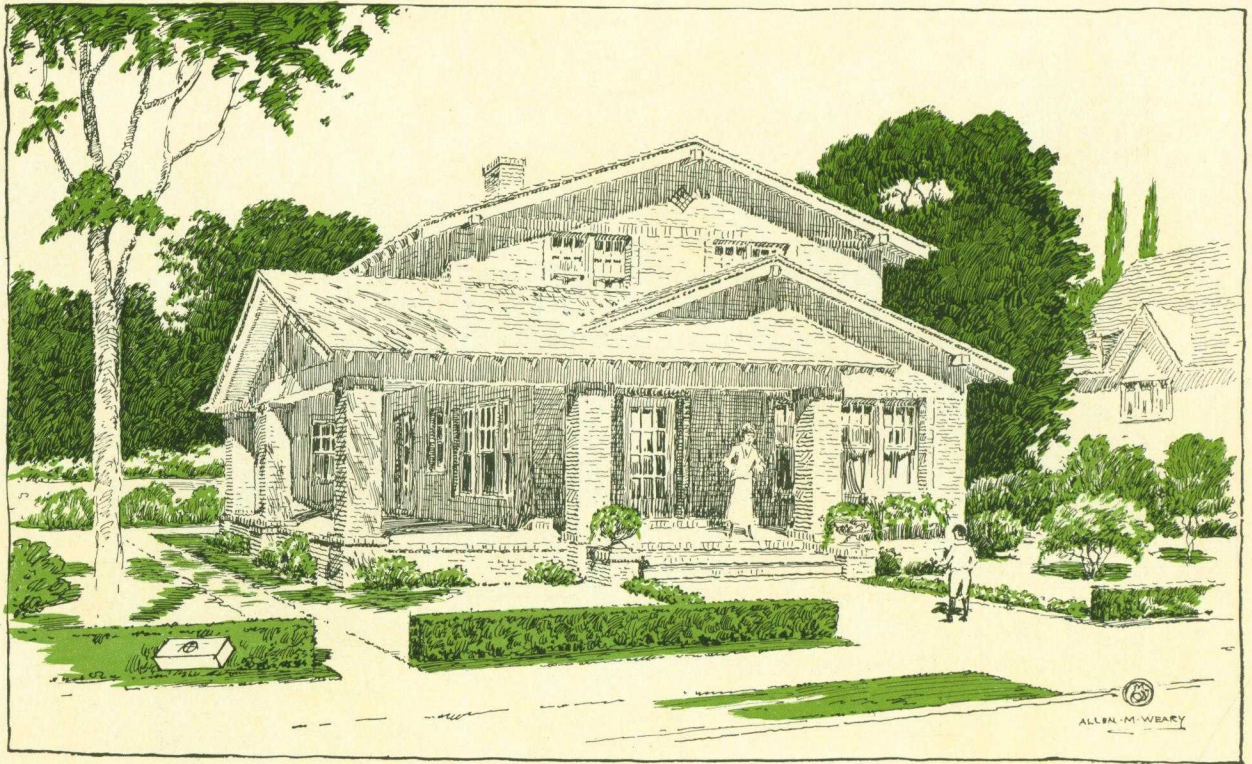
This bungalow is a happy thought in design—laid out so that a family will have lots of elbow room—and the comfort of Mrs. Housekeeper has been thoroughly studied. Notice how convenient and secluded the bathroom is and the number and large size of the closets. The veranda, thirty feet by nine feet, in front is very roomy and affords a splendid place for the children to play on rainy days, as well as being a blessing to the whole family on hot evenings. It is always secluded as the entrance to the house is conveniently located at the side. This also gives larger rooms in the front of the house. The living room, nineteen feet six inches by twelve feet, is very spacious with a large attractive brick fireplace and mantel. The dining room, fifteen feet six inches by thirteen feet six inches, is well arranged and of ample size. The kitchen, ten feet six inches by eleven feet six inches, is extremely well arranged to save steps for the busy modern woman. The sleeping porch is a feature that will be appreciated by many.

Another interesting feature of the house is the outside steps leading down to the basement. This makes the removal of ashes very easy and on washday the clothes do not have to be brought through the house when they are to be hung out in the back yard.

The outside width of the house is thirty-two feet and the depth forty-four feet.

*The fireplace and
bookcases.
The Choctaw is beautiful
outside and inside.*



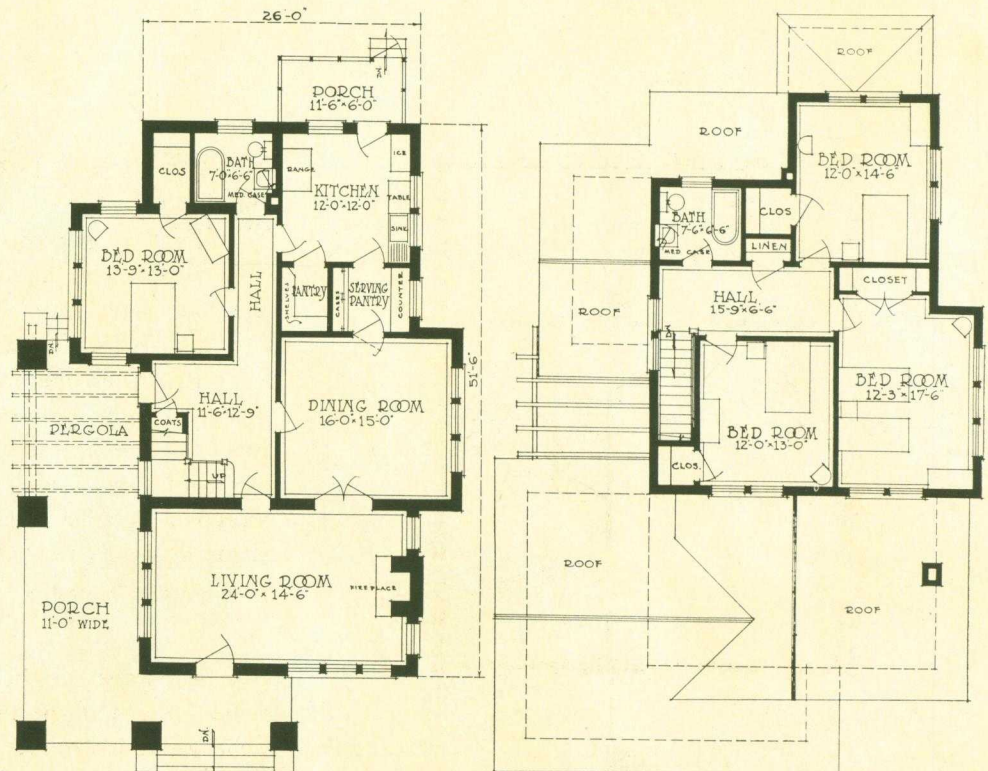


The SARATOGA

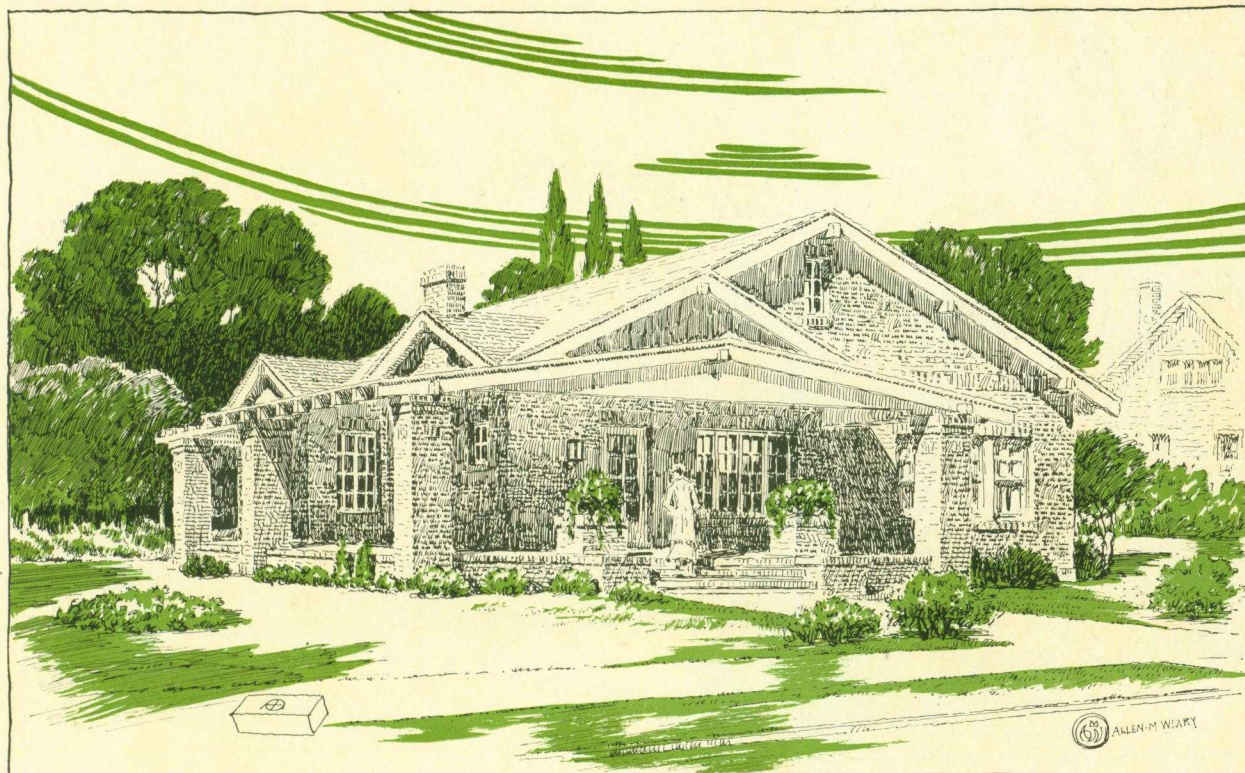
Design No. 202

THIS splendid two - story house is very popular in the South. Every room is designed for maximum light and air. The walls of solid brick also make the house exceptionally cool. All the rooms and porches are large and well arranged.

The second floor plan shows three bedrooms of good size. This could be arranged for two very large bedrooms, twenty-five feet by twelve feet, and twelve feet by twenty-one feet respectively.

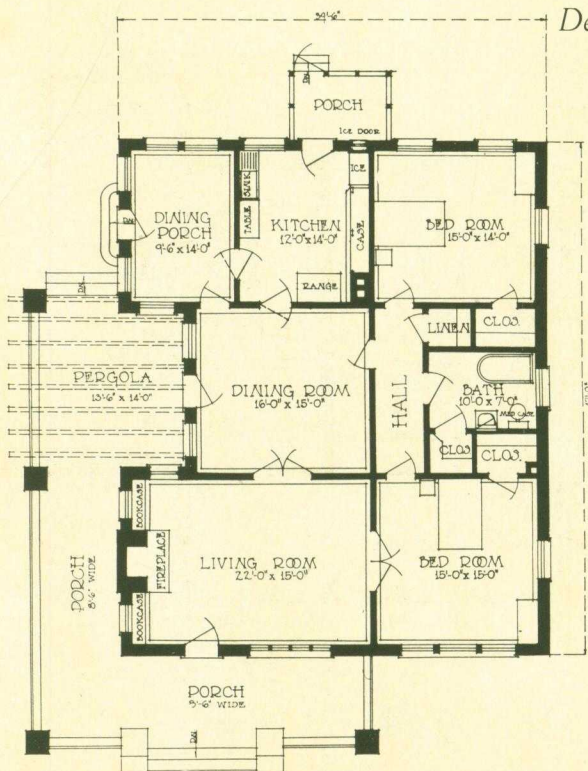


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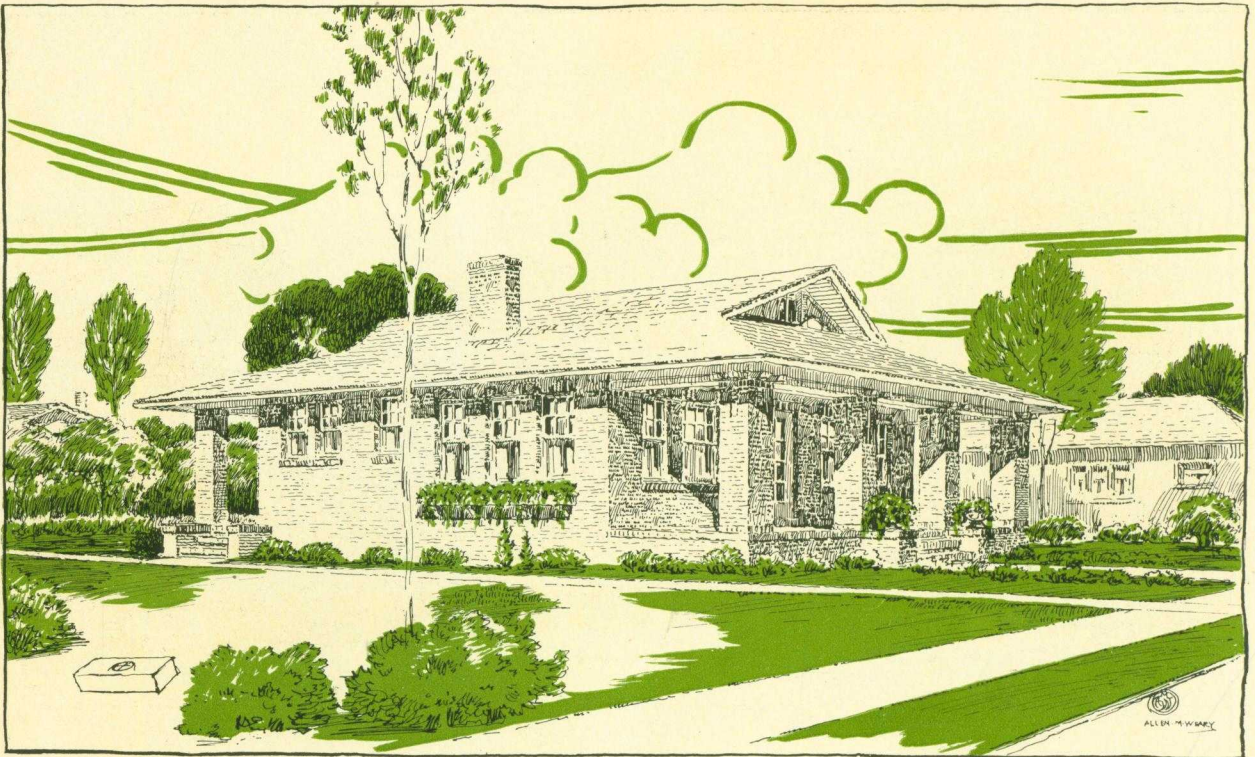
The OTSEGO

Design No. 201



SOUTHERN bungalow built of solid brick is the coolest type of dwelling it is possible to erect. With wide spreading porches, very large rooms, and good ventilation the *Otsego* is an exceptionally cool house for the hottest climate. The solid brick wall has more real insulating value than any other building material known. Heat and cold cannot easily penetrate its mass and the solid wall is always dry and comfortable. Moreover it never requires to be painted. The action of the elements only makes it more beautiful with the passing of the years.

The porches of the *Otsego* are eight feet six inches wide and the pergola is thirteen feet six inches by fourteen feet. The dining porch is an all glass, comfortable feature.

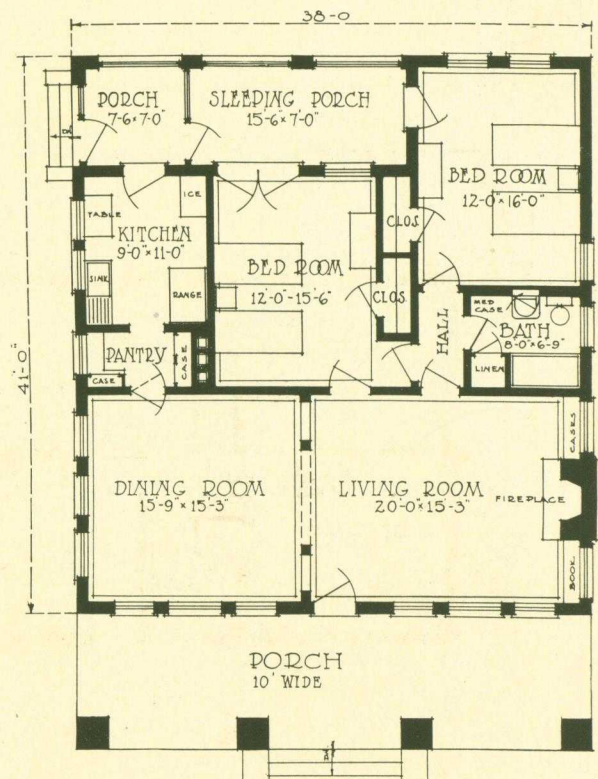


The SARANAC

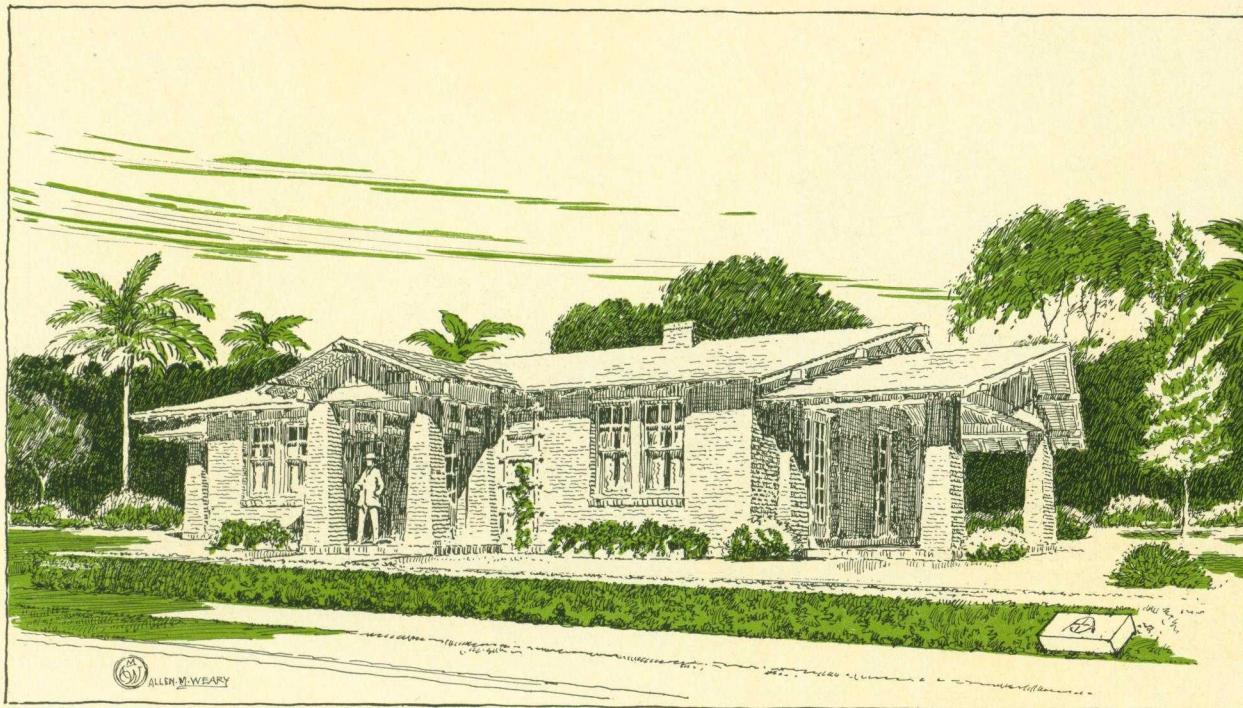
Design No. 204

THE Saranac is comfortable and suitable for any southern climate. Its every detail is well studied and it makes a home of which anyone may be proud.

The Saranac not only has a cool appearance, but being of common brick built into solid walls, it is really as cool as it looks. No other material equals solid brick for insulation against sound, heat, cold, and dampness. Brick saves hundreds of dollars every two or three years in the item of painting alone and a considerable sum in fire insurance premiums. The Saranac is built with roomy porches and a living and dining room that are extra large and comfortable. The big brick fireplace in the living room extends to the ceiling. There are two very large bedrooms opening on the sleeping porch. The kitchen is well laid out, well planned to save steps and has plenty of windows.



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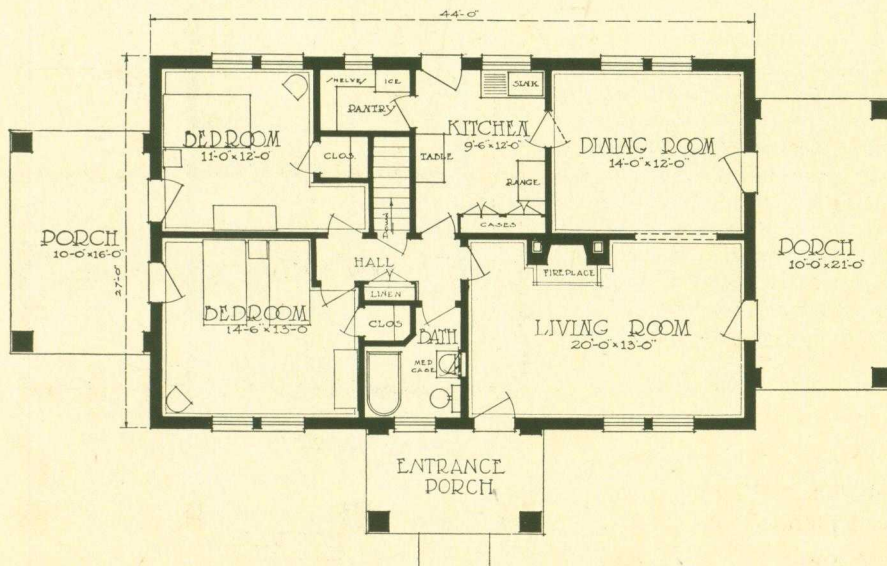
The SEQUOIA

Design No. 228

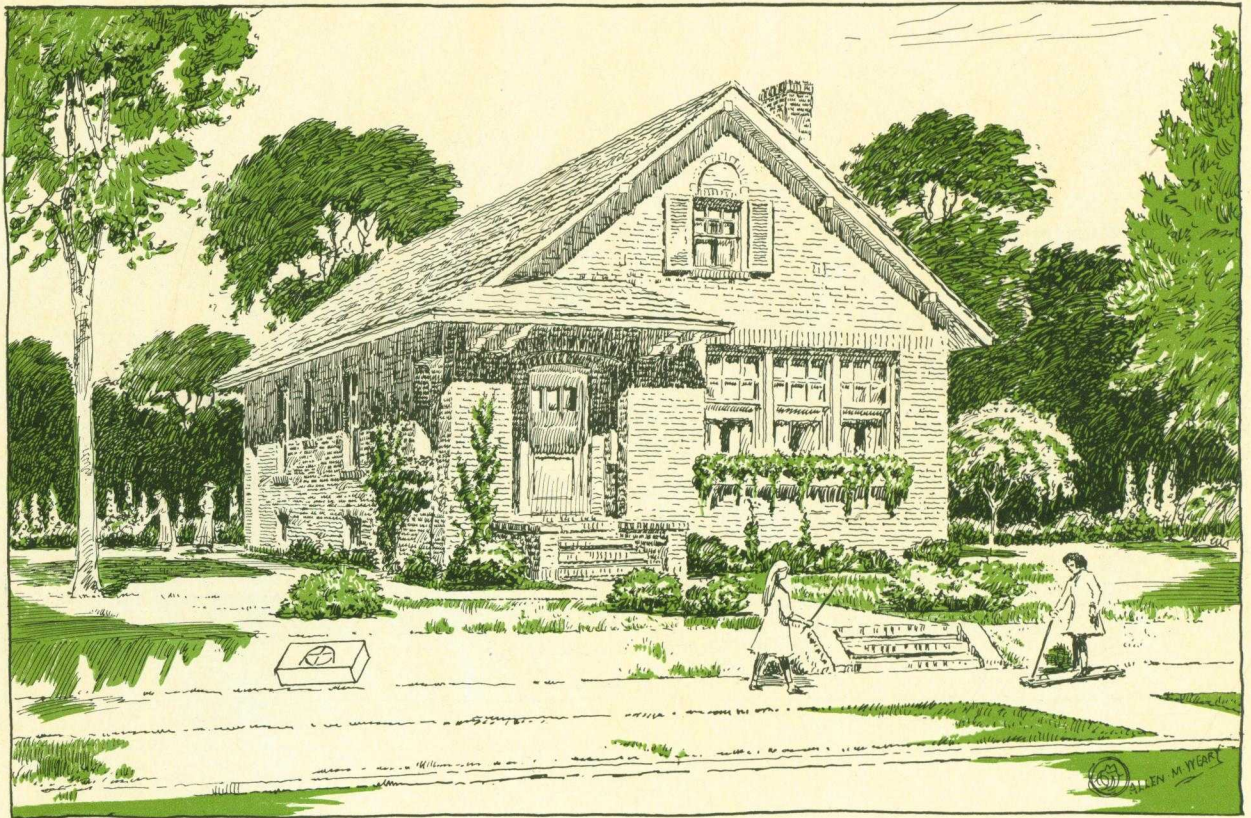


HE *Sequoia* is designed with large and well ventilated rooms and a generous amount of porch space. The *Sequoia* should be placed on a wide lot and is well suited for a corner lot. The living room is entered directly from the porch. This is a large room, twenty feet by thirteen feet, with an attrac-

tive brick fireplace and a cased opening leading into the dining room. There is also a door opening on the side porch. There is ample wall space for furniture. The dining room is large and well arranged. In summer breakfast could be served on the adjoining porch. The porch at the other end could be used as a sleeping porch.



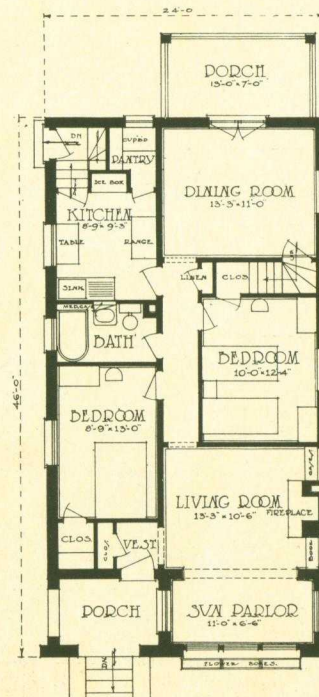
Solid brick construction is dry, cool in summer, warm in winter, costs nothing to paint, is sound proof, has the greatest resistance to fire of any building material, and practically does not depreciate.



The CHEROKEE

Design No. 318

Where money to build the home is raised only by strict economy, practiced for many years, the building should be constructed of materials that endure. Solid brick is the highest class construction that can be used for the walls of the home. It never wears out. They are still digging out brick made about 3000 B. C. to build new houses in the vicinity of Babylon. The saving in upkeep cost that goes with the brick house, too, means a great deal to the average man. Brick requires no paint, and as the weather beats on it year after year it takes on added beauty.



Use common brick for beauty and economy  Only the best bricks bear this mark

NO matter what his income no man can now afford to build of any material but solid masonry. The rich man will be satisfied only with a residence which expresses dignity, refinement and solid permanence. The man of modest means is interested just as much in having a good looking home and in addition the question of cost and upkeep is to him a concern of vital importance. The house of solid brick is not only the most beautiful and permanent but actually costs less in the long run than the house built of less enduring materials.

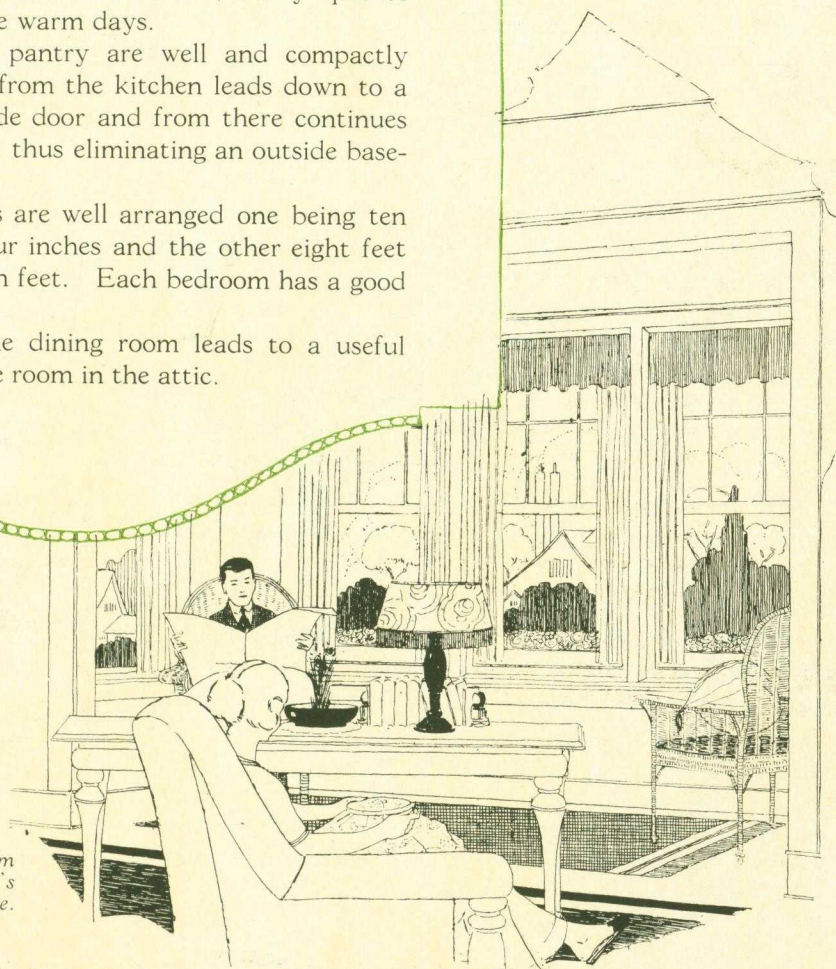
The *Cherokee* is entered from a porch eight feet nine inches long by five feet eight inches wide. From the porch the front door opens into a small vestibule with a coat closet. The living room is thirteen feet three inches long and, including the sun parlor, is seventeen feet wide making a most inviting, sunny room with a large group of windows. The living room has also an attractive brick mantel with bookcases on each side. The dining room is thirteen feet three inches by eleven feet and the porch adjoining it and opening from it by French windows is fifteen feet nine inches by six feet nine inches. This porch forms a cool, shady spot to serve meals during the warm days.

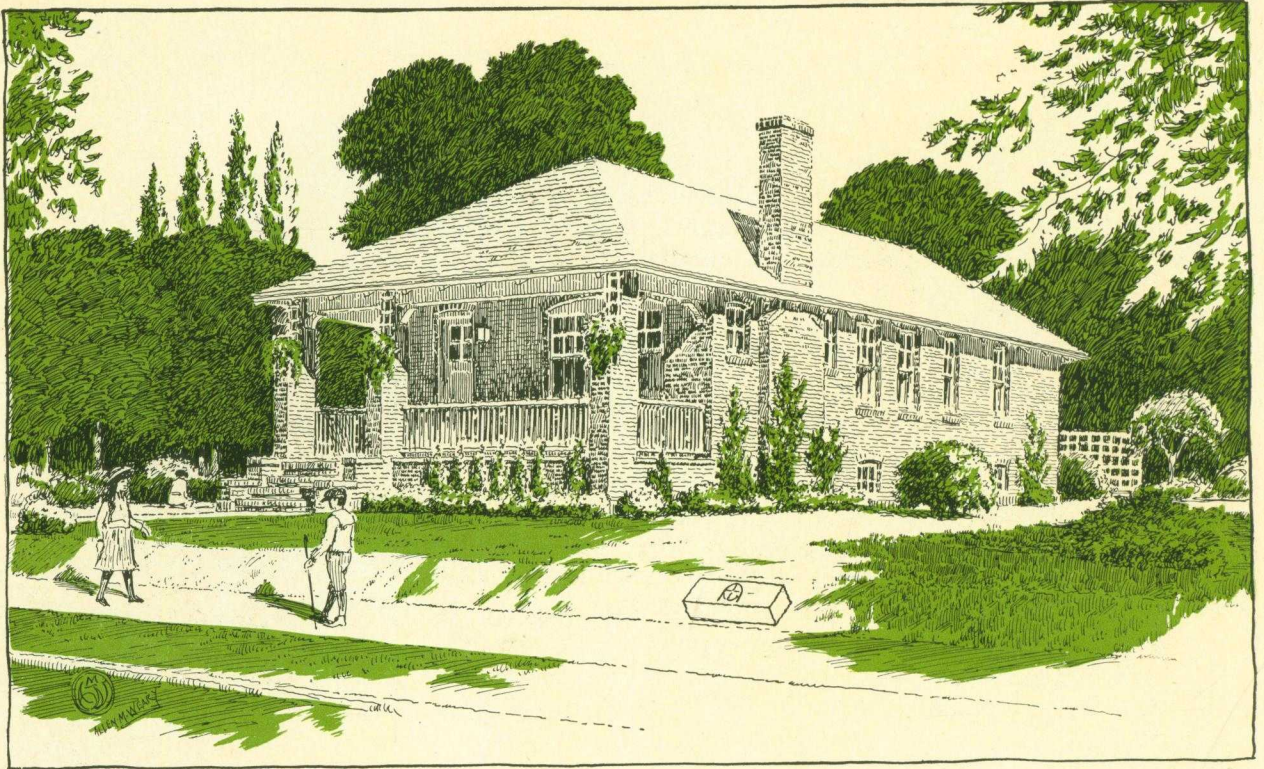
The kitchen and pantry are well and compactly arranged. The stair from the kitchen leads down to a landing with an outside door and from there continues down to the basement thus eliminating an outside basement stairway.

The two bedrooms are well arranged one being ten feet by twelve feet four inches and the other eight feet nine inches by thirteen feet. Each bedroom has a good closet.

The stair from the dining room leads to a useful storage room in the attic.

Looking from the living room to the sun parlor. There's solid comfort in the Cherokee.





The MUSKOGEE

Design No. 316

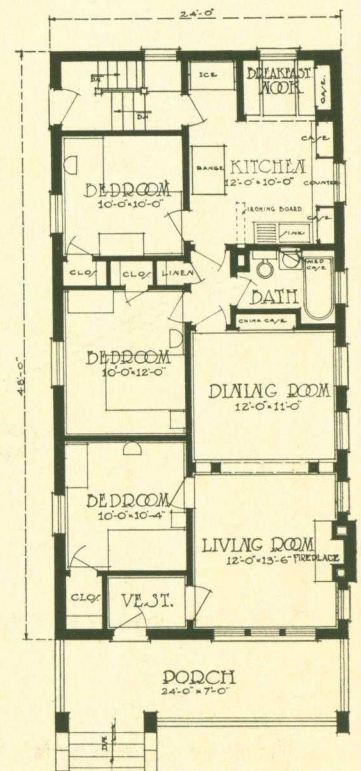


DIGNITY and good design can be expressed just as well in a bungalow as in a two-story house especially when it is built of solid brick. There is always an air of solid permanence about such a bungalow which affects its market value very favorably.

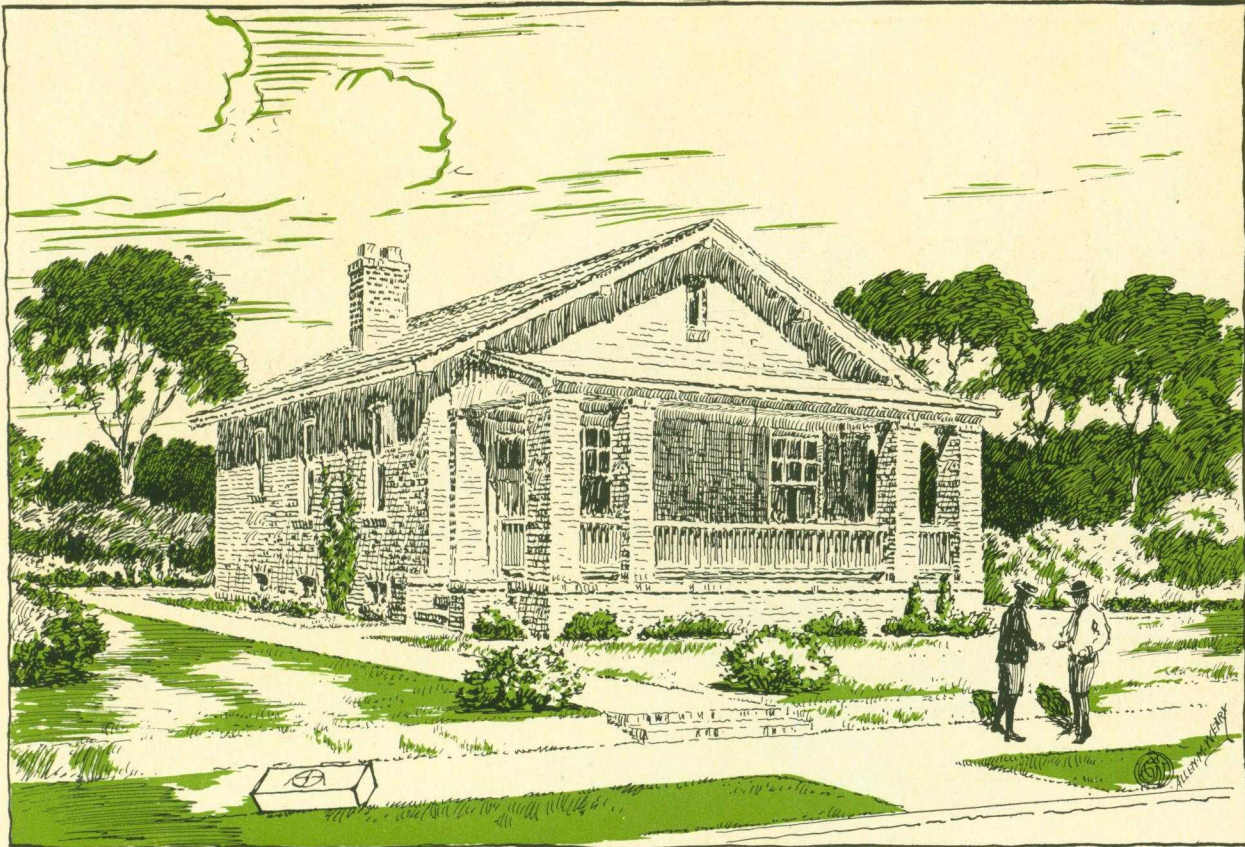
The outside dimensions are twenty-four feet by fifty-five feet, including porches. The front porch is roomy and convenient, seven feet by twenty-four feet, with the entrance at one side giving it a degree of privacy. The living and dining rooms are practically one, forming a long, spacious combination of rooms over twenty-four feet long by twelve feet wide with an attractive fireplace. The dining room has a convenient china cabinet.

The three bedrooms are all roomy and well lighted with good closet space. The bathroom is compact and opening from the small hall is a commodious linen closet.

Opening from the kitchen is one of those modern features that is becoming extremely popular—the dining nook. On a cold, frosty morning this makes a cozy place to eat breakfast. Dishes can be served directly from the stove to the table. The kitchen itself is ten feet by twelve feet and has modern cabinets and built-in features. The top of the counter under the window forms an excellent work table.

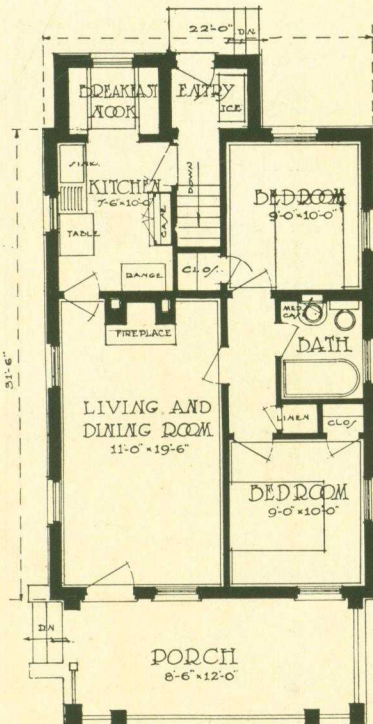


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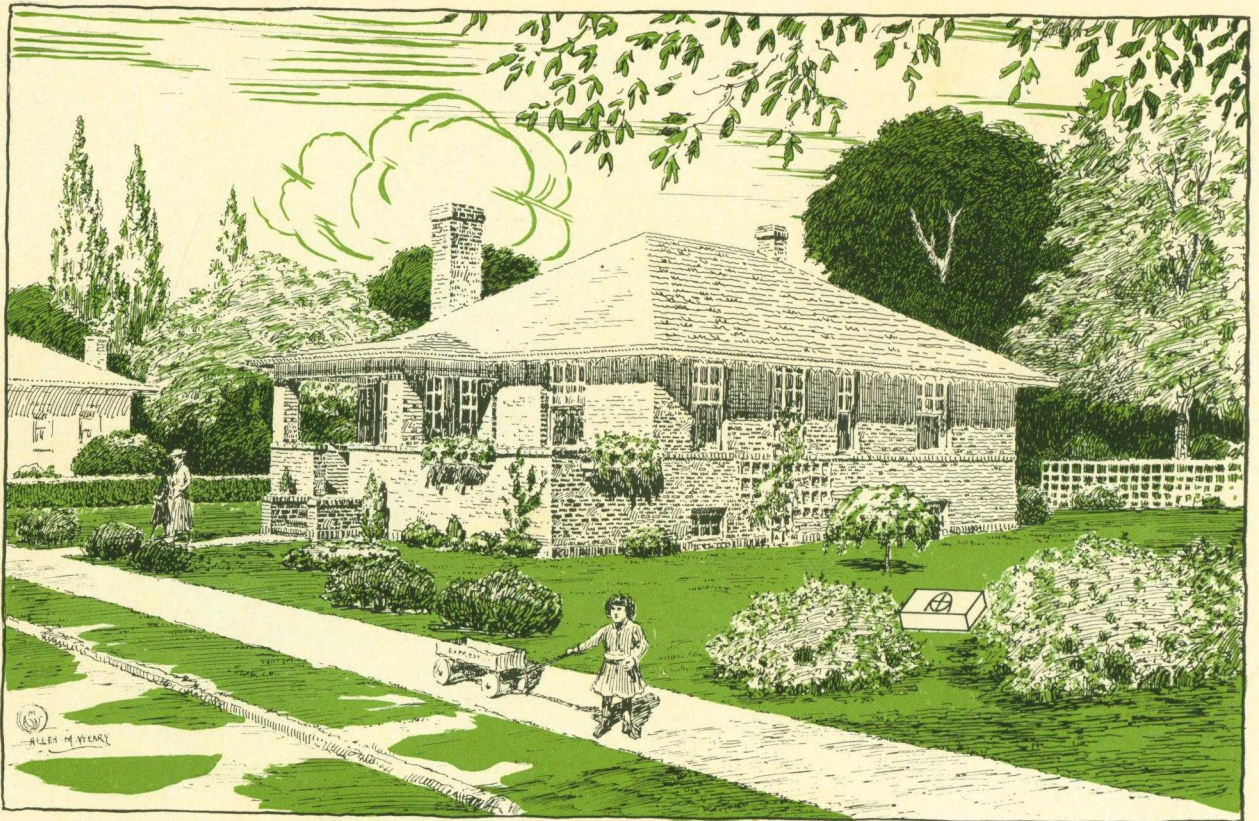
The WINONA

Design No. 317



HE wall of solid brick offers more resistance to dampness, heat, cold and sound than a wall of any other building material. Experience has demonstrated not only what increased comfort may be had both in summer and winter by building walls of solid brick, but also the great saving in the yearly coal bill. The solid brick house is always dry and wholesome.

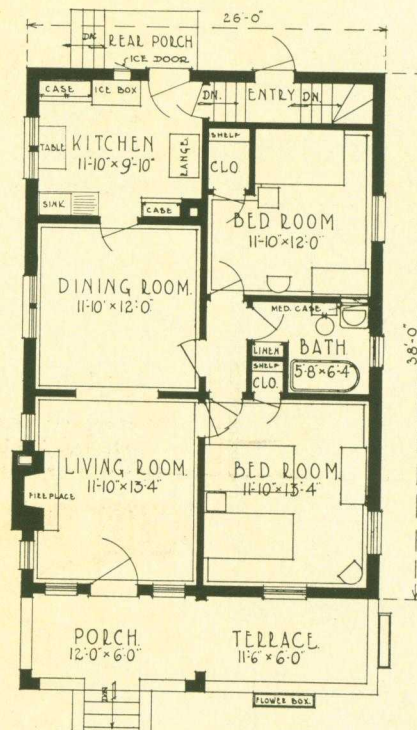
For a small family wishing to have a small but thoroughly modern house the *Winona* will have a strong appeal. It is planned along modern lines combining the living and dining room and providing a dining nook adjoining the kitchen. This latter is a delightful feature and saves an infinite amount of work. Hot dishes can be served directly on the table from the range and the kitchen cabinet is but a step away from the table. When entertaining, more elaborate meals can be served in the combined living and dining room. This has proved to be the best way to conserve space in a small house providing one large front room instead of two smaller ones.



The MANISTEE

Design No. 307

Common brick, procurable in any part of the country, may be used to excellent advantage in this bungalow. With the proper mortar joint these brick take on a beauty that will satisfy the most particular home owner. If other effects are desired there always are face bricks to be had in any color or texture. These would be used only in the outer courses, backed up with common brick.



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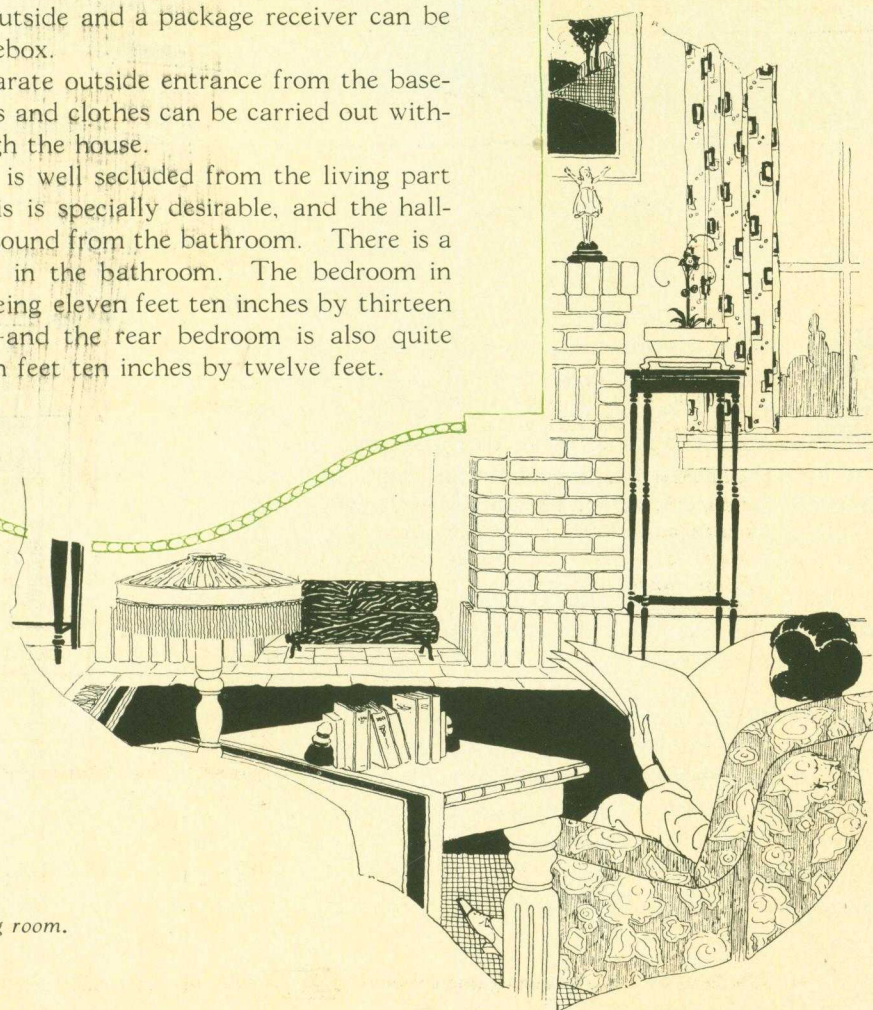
THIS bungalow should appeal to many of the rapidly growing number of people who object to climbing stairs. It is compact and well laid out. Full advantage is taken, in the front porch and terrace, of the opportunity to enjoy the open air and the view.

While a good part of the front porch and terrace of the *Manistee* is covered in so that there is ample room for the whole family to sit in the shade on hot days, most of it is open so that in the evenings, or when the sun is in the right position, every breath of wind that is stirring will reach those on the terrace without having its force diminished by porch columns or roof. This arrangement, too, affords better light to the bedroom.

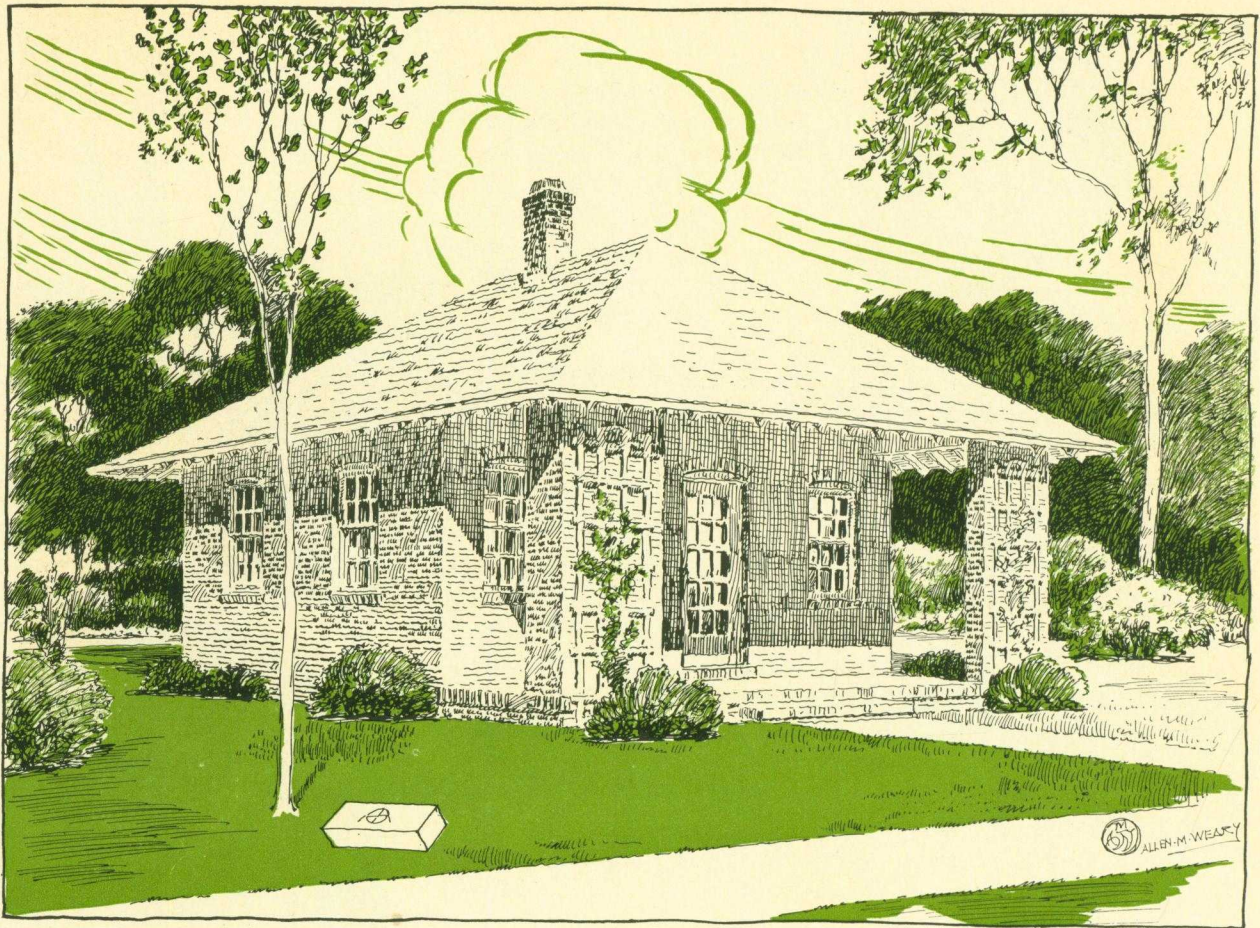
The *Manistee* is twenty-six feet wide by thirty-eight feet deep (exclusive of the front porch). The living room is eleven feet ten inches wide by thirteen feet four inches, with a brick fireplace. The dining room is practically a part of the living room. It is a cheerful room eleven feet ten inches by twelve feet long and opens into a remarkably well laid out kitchen, eleven feet ten inches by nine feet ten inches. The icebox is iced from the outside and a package receiver can be placed over the icebox.

There is a separate outside entrance from the basement so that ashes and clothes can be carried out without coming through the house.

The bathroom is well secluded from the living part of the house. This is specially desirable, and the hallway shuts off all sound from the bathroom. There is a good linen closet in the bathroom. The bedroom in front is roomy, being eleven feet ten inches by thirteen feet four inches—and the rear bedroom is also quite large—eleven feet ten inches by twelve feet.



The comfortable living room.



The IROQUOIS

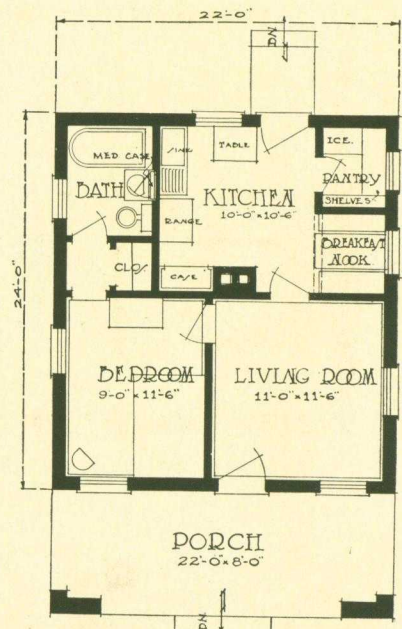
Design No. 319



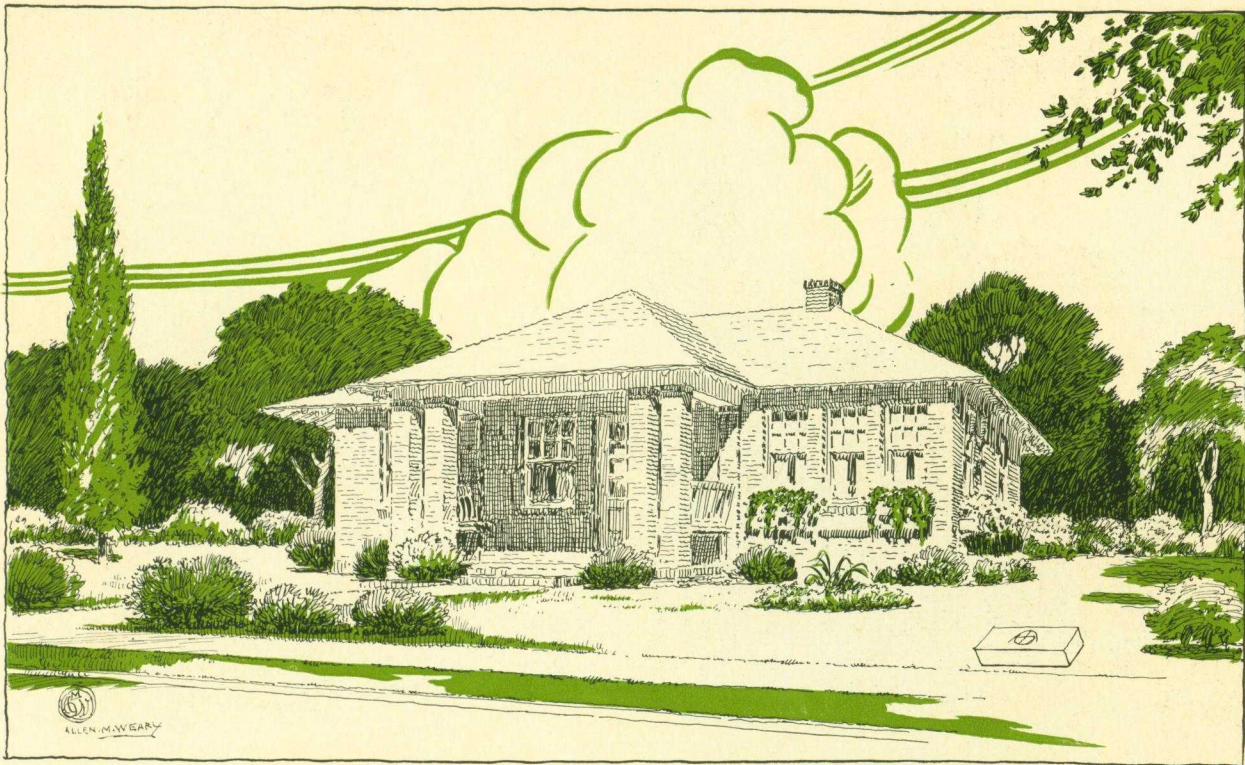
COZY, compact, up-to-date house for a very small family! Another bedroom, if needed, could be built on the rear at any time. Having few rooms the *Iroquois* is inexpensive to build and there is little labor in keeping it clean. The expense of building it is reduced still more because it has no basement. A room for storage is provided instead next to the kitchen.

Having walls of solid brick no more economical abode could be built. If changes are ever needed no material lends itself so well to alterations as brick.

A noteworthy feature is the comfortable breakfast alcove opening from the kitchen. This is the most modern development of the small house. Hot griddle cakes can be practically slid right off the range piping hot on the table. This alcove is really part of the kitchen and saves many steps every time a meal is prepared. The seats and table are built in thus eliminating the expense of buying furniture for a dining room.

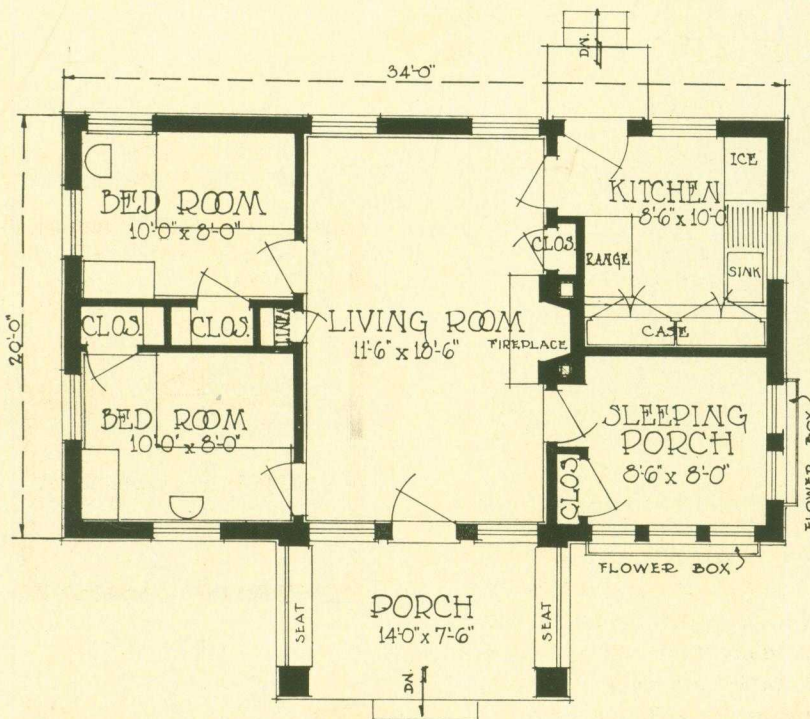


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The NAVAJO

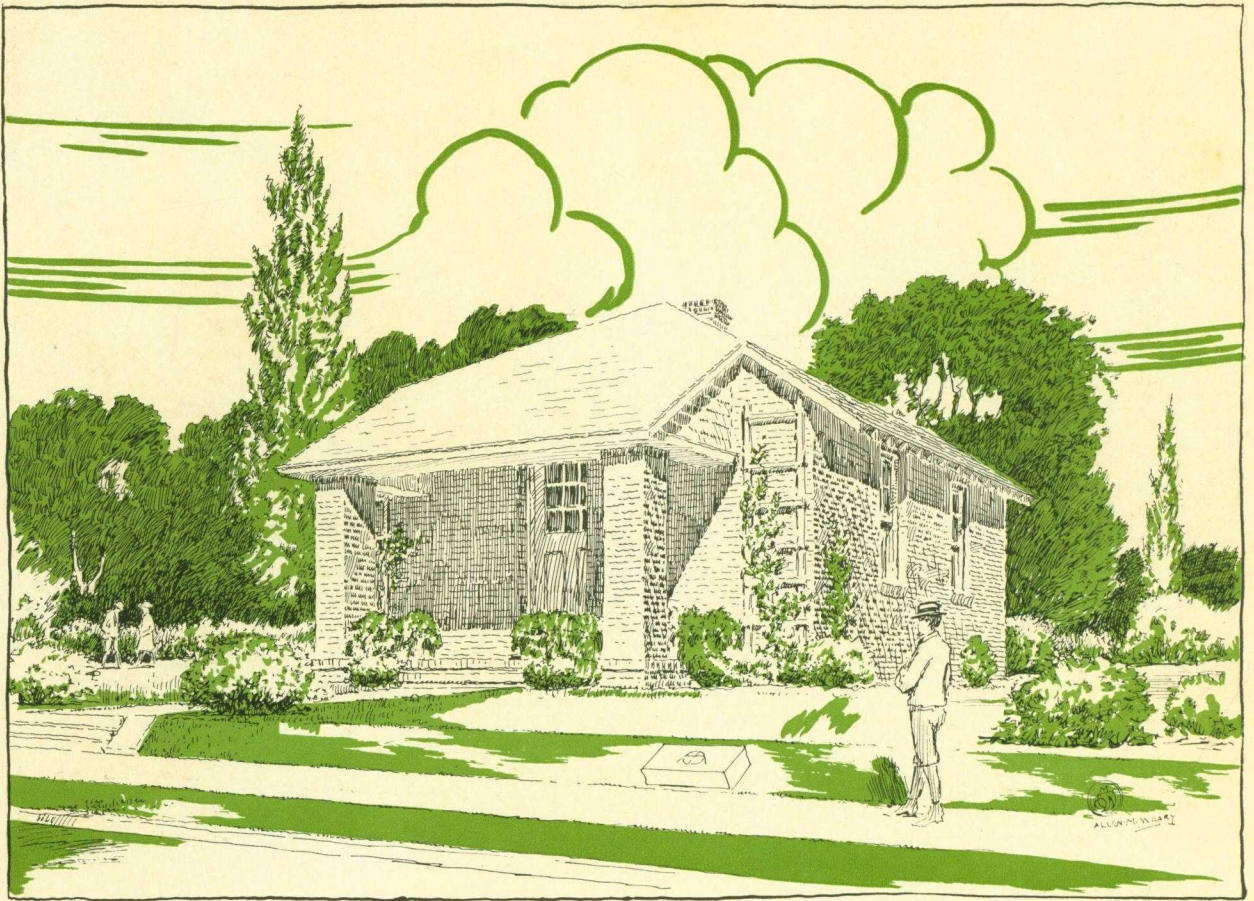
Design No. 425



HIS bungalow will suit almost any part of this country for rural residence or for a summer camp. The solid brick walls of which this house is built are unexcelled for keeping out heat, cold and moisture. This bungalow is remarkably cool in summer also on account of its open plan. Every room is a corner room, except the combined living and dining room, and that room has windows on two opposite sides of the house so the breeze can sweep through it.

The *Navajo* measures thirty-four feet by twenty feet exclusive of the front porch. The screened sleeping porch has a separate closet.

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The LOTELLA

Design No. 422

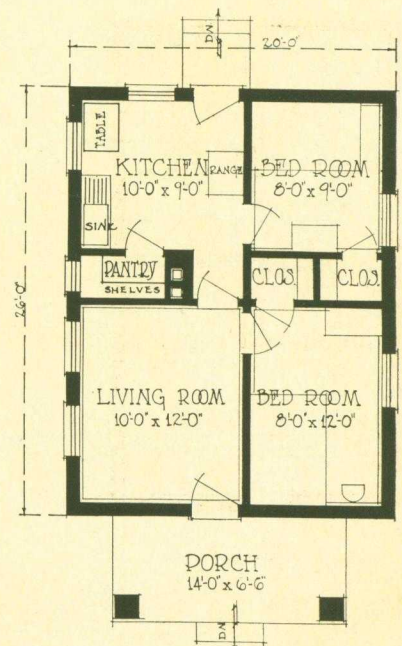


HIS type of cottage should appeal to owners of estates who provide houses for their employees. Having walls of solid brick this house would have no upkeep cost and would form a permanent investment. It is assumed that sanitary accommodations will be provided outside the cottage and heat provided by stoves.

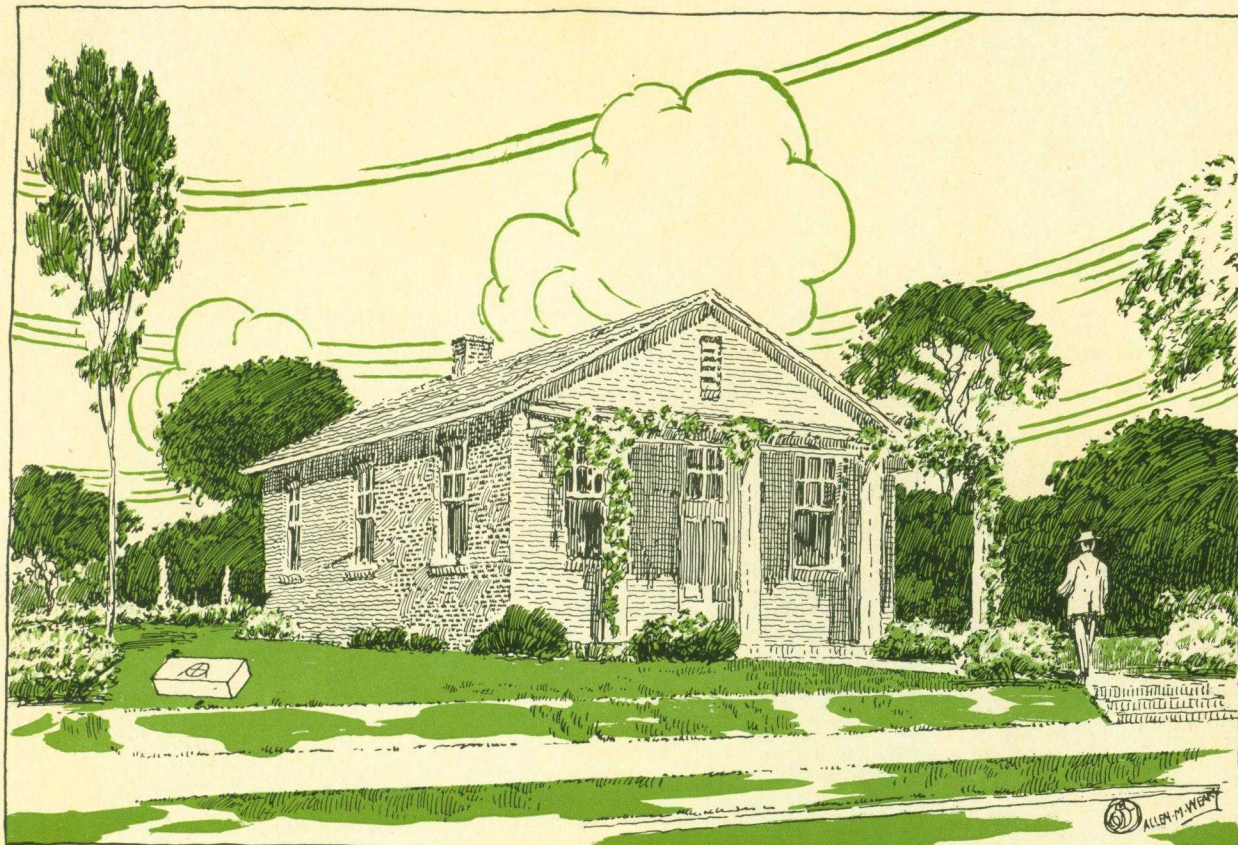
This cottage costs but little to erect. Every part of it is simple and inexpensive. The exterior is, however, well designed and in good proportion, and the people who live there will be proud of their little home.

The rooms are conveniently arranged and of ample size for a small family. The front porch is roomy and opens directly from the living room.

The outside dimensions of the house are but twenty feet wide by twenty-six feet deep.



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The ITHACA

Design No. 436

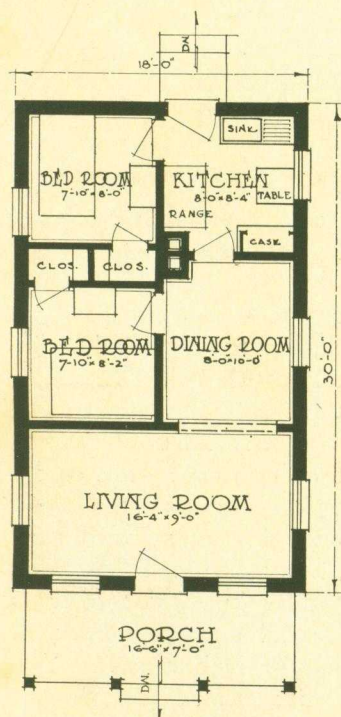


DOLLAR'S honest value for every dollar invested should be the first consideration of everyone who builds a cottage or a larger home.

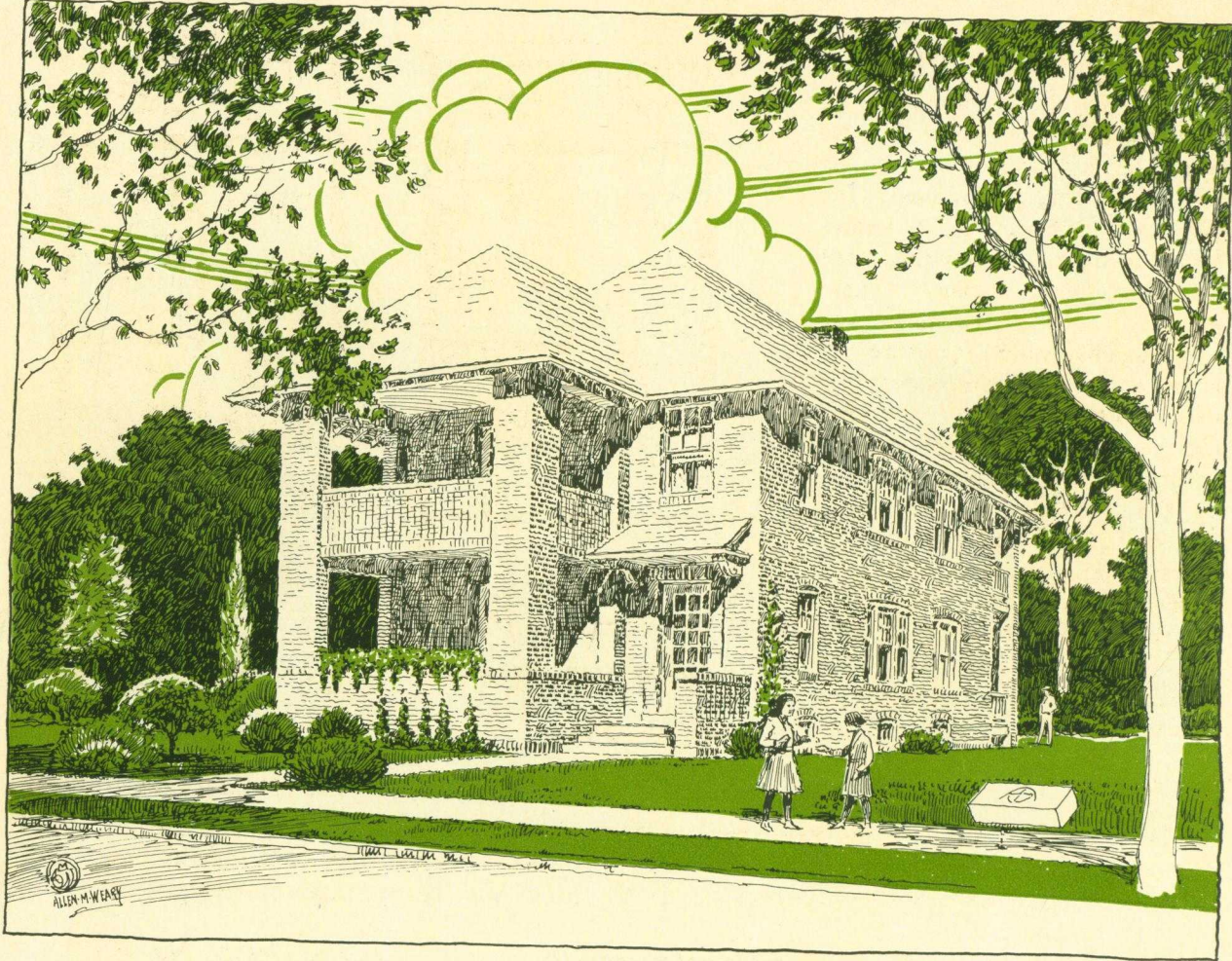
Many building materials are produced great distances from the spot where they are to be used and buying them means that only part of the money is put into real material, the rest going to pay heavy freight bills. Common brick plants are found almost everywhere and the material is hauled only a short distance. Consequently, with common brick, more actual material and more real value are bought for the money. See that every brick bears the Association trade mark, and you will be assured of the highest quality.

This cottage is suitable for a farmer's house, a house on a plantation or an estate, or for a summer camp. It is the right shape for economical building, as the roof has a small span, and requires short rafters.

The living room is sixteen feet four inches long by nine feet wide and is lighted by windows on three sides. The porch is quite roomy—sixteen feet six inches by seven feet wide. The dining room is ample in size and, together with the living room, forms practically one large room. The larger bedroom is eight feet two inches by seven feet ten inches, and the rear bedroom, eight feet by seven feet ten inches. The kitchen is eight feet four inches by eight feet. The built-in features could be omitted.



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The TWO-FAMILY HOUSE

Exterior of Powhatan and Orongo

WITH all who want to combine a home and a good investment the two-apartment house is most popular. Many people are partial to the bungalow plan because of its many modern advantages and absence of tedious stair climbing. A bungalow, however, is practically a two-story house spread out on one floor and consequently requires more foundation and a bigger roof than is required to obtain the same accommodation in a two-story house. With the two-flat building no more foundation and no more roof are required than in a bungalow and the heating apparatus has only to be made slightly larger. The cost of providing this extra apartment is thus comparatively small and many people have found that the rent from

it will go a long way towards paying for the cost of the whole building.

Where the walls are built of solid brick the owner can raise more money to finance a building of this sort. Bankers know that their money is safe in a solid brick building; and one of the reasons they prefer it is that such a building has a life of well over the century mark. The cost of repairing and painting the outside walls, which would be a heavy annual expense with some forms of construction, is, by the use of solid brick, nearly eliminated. And the building, too, has a more solid and substantial appearance and on this account will bring the highest rent. Your tenant will be proud to live there.

Use common brick for beauty and economy

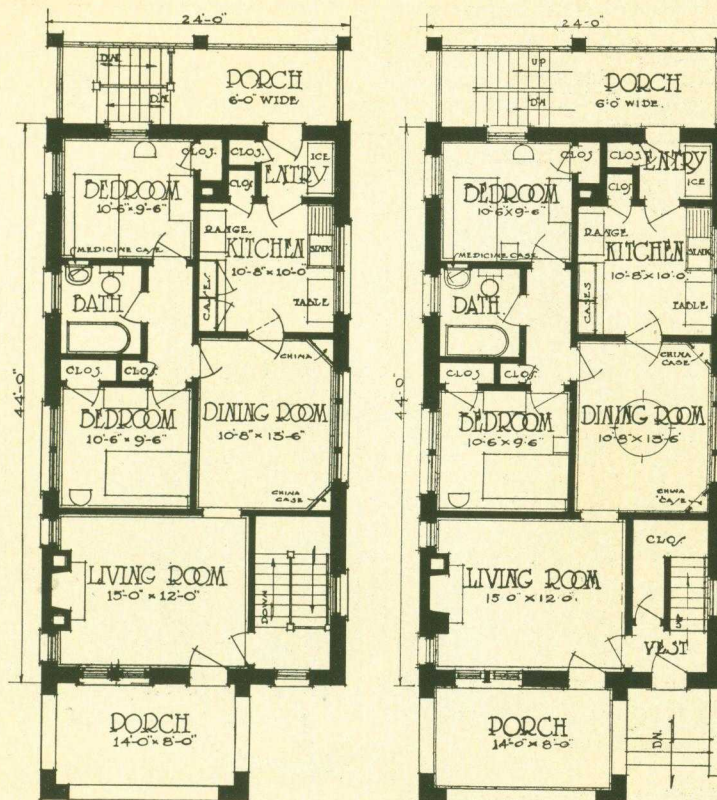


Only the best bricks bear this mark

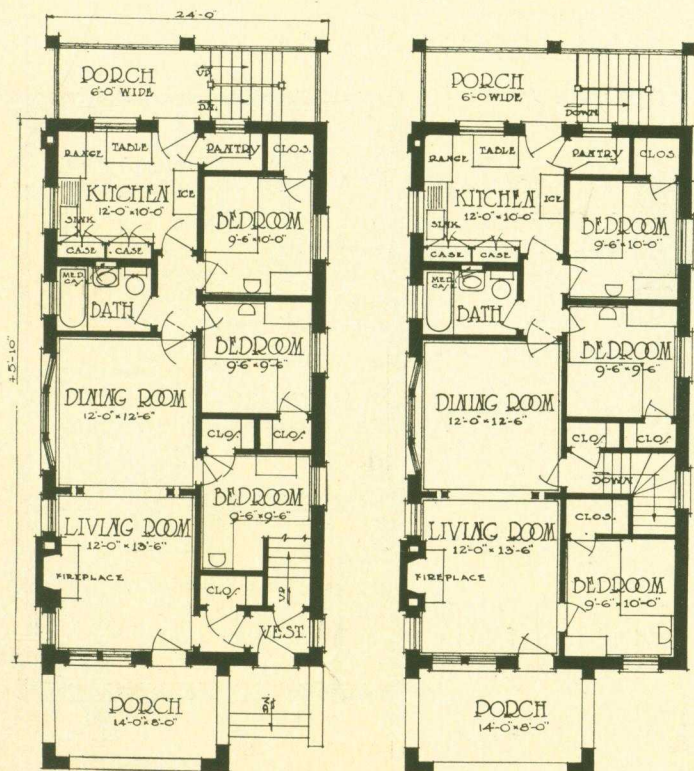
Powhatan Design No. 501

The *Powhatan* is designed for an economical layout which includes front porch, living room, dining room and two bedrooms. The living room is fifteen feet by twelve feet, well lighted, and with a large attractive brick fireplace. There is a considerable amount of wall space against which furniture can be placed. The room opens on a front porch eight feet wide and fourteen feet long which can be screened in the summer.

The *Powhatan* is designed to give privacy to the dining room. When preparing the table for meals many women prefer that the dining room be shut off until the guests are called in. The kitchen is well laid out with the icebox in the rear entry.



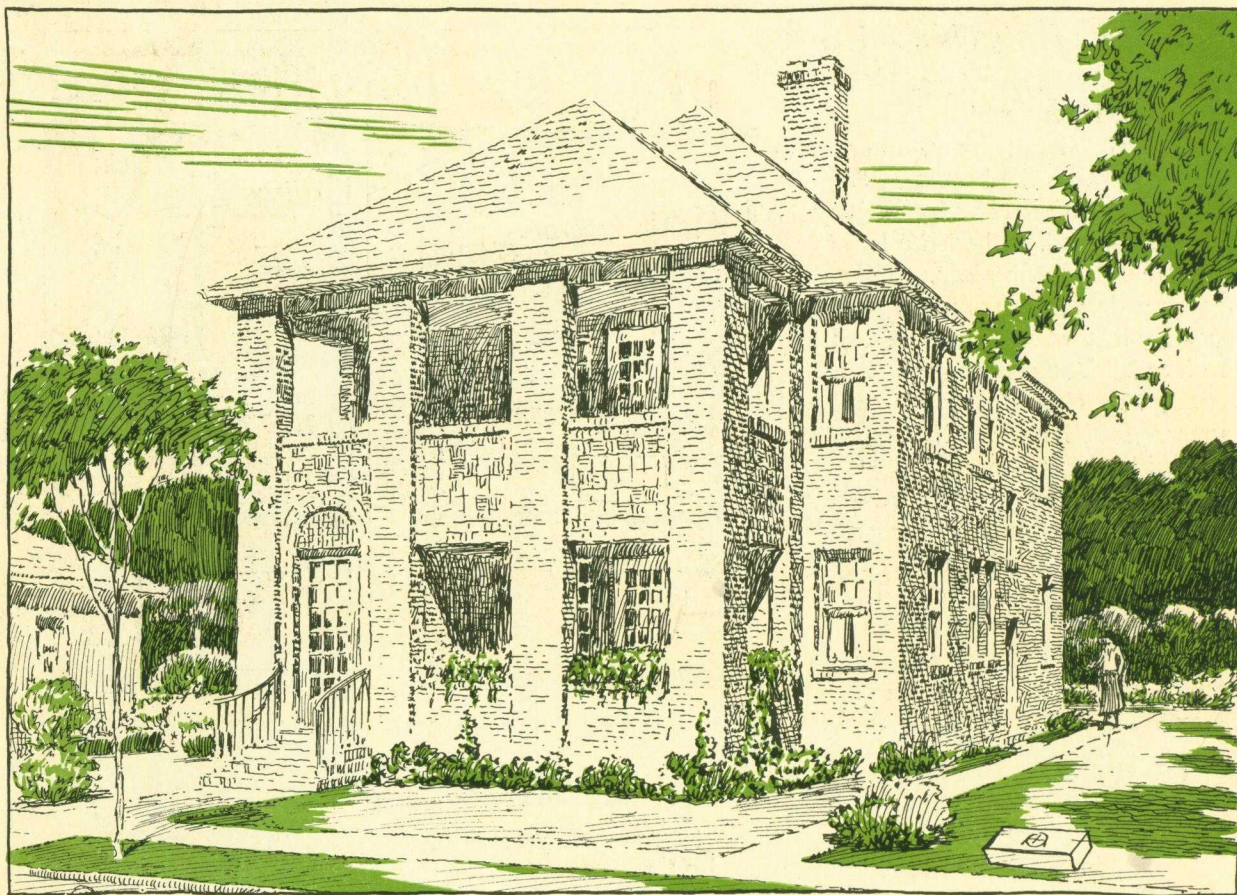
The width of both designs is twenty-four feet. The *Powhatan* is forty-four feet deep, and the *Orongo* forty-five feet ten inches deep, both exclusive of porches. Both have the same exterior design



Orongo Design No. 502

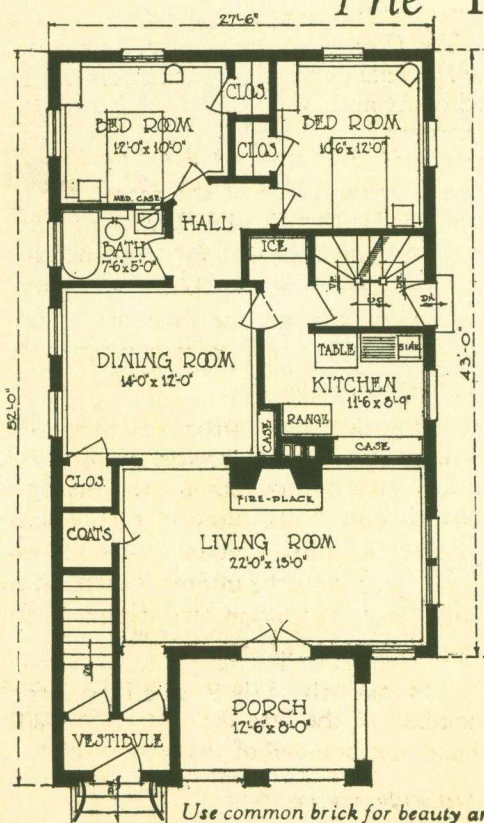
The *Orongo* is very similar in plan to the *Powhatan* except that it has an extra bedroom and the living and dining rooms are placed together with a colonnade between. In order to gain the extra bedroom some of the rooms are a little smaller than in the *Powhatan*; but they are all of ample size for an economical plan. There are many good closets in this apartment.

In both these apartments, there is a convenient coat closet near the front door. The living room and dining rooms together form a room twenty-six feet long by twelve feet wide. There is an interesting fireplace in the living room with a small window at each side. The dining room is well lighted by a bay window, making one side practically all glass. From the living room one steps out on the private front porch. The kitchen is well arranged with built-in cases and there is a small pantry adjoining.



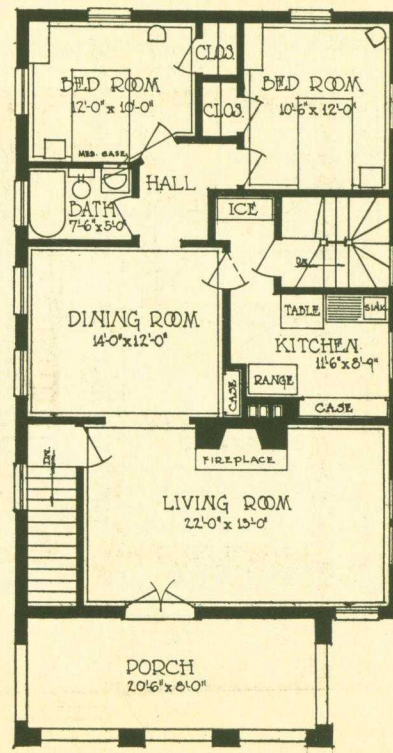
The TICONDEROGA

Design No. 503

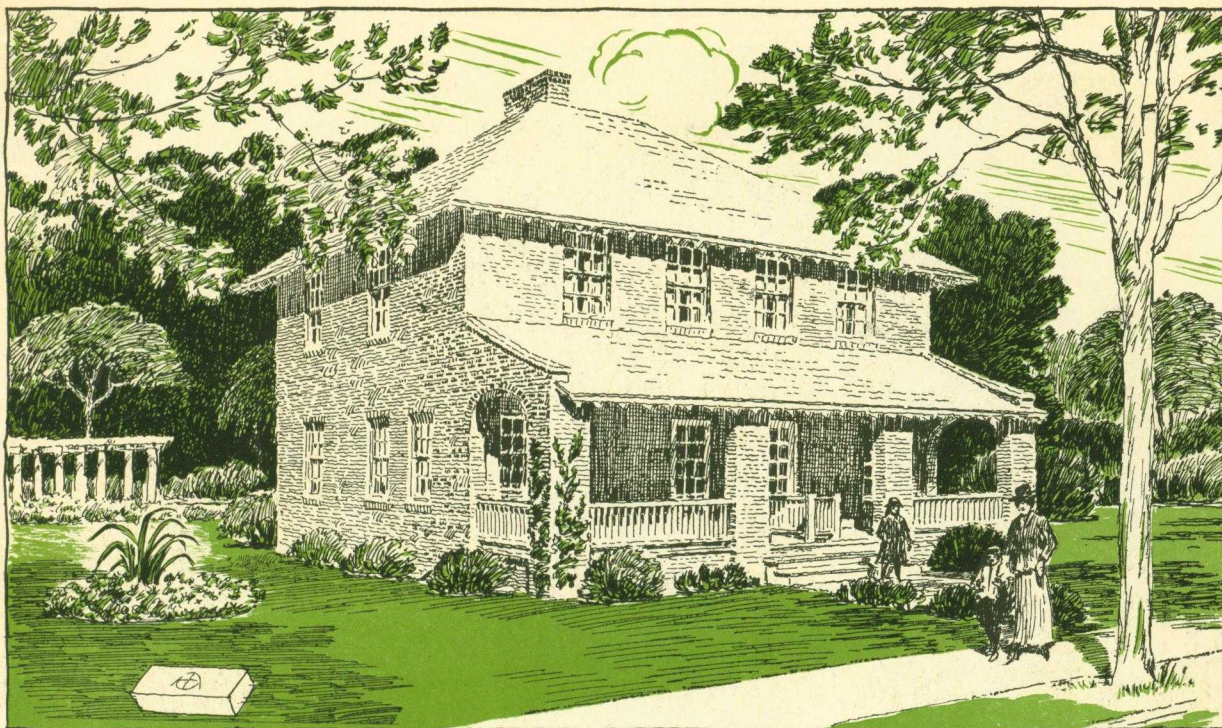


THOROUGHLY modern two-apartment house is the *Ticonderoga*. It is excellently planned so that the service stair is placed in the center of the building, thus avoiding any darkening of the rooms in the rear portion. This feature also makes the rear of the house more sightly.

Large rooms, good closet space and plenty of light are the main features of this house. There is a very large porch on both floors.

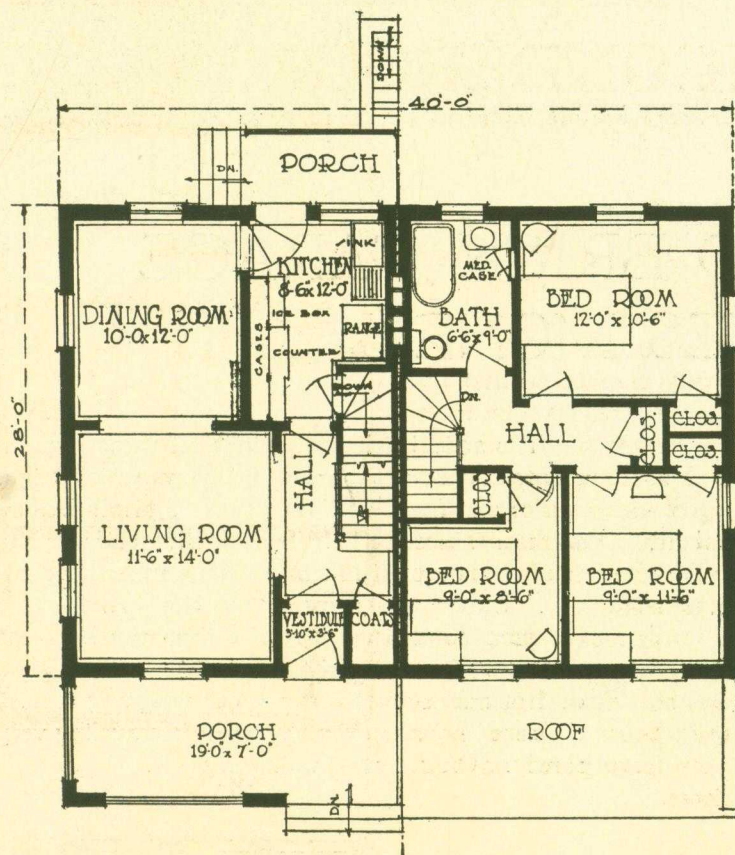


Use common brick for beauty and economy  Only the best bricks bear this mark



The MAUMEE

Design No. 621



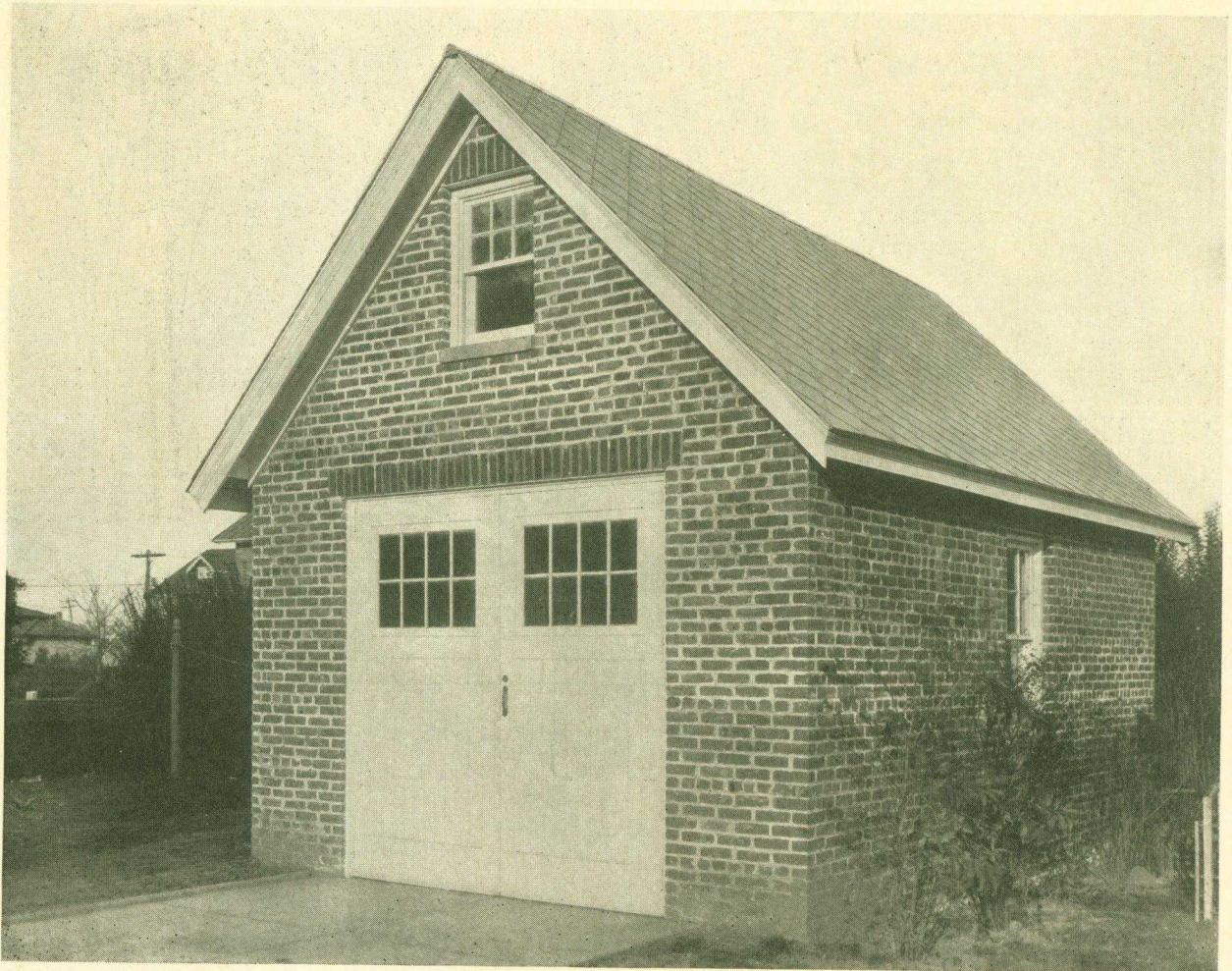
HERE are several economies both in building and in maintaining a double house. One-fourth of the outside wall cost of one house is saved and, as the dividing wall is unexposed, it can be built more cheaply than an outside wall.

The plan is remarkably compact and convenient. There is but one plumbing stack and all the flues are in one chimney. The roof is of a simple and inexpensive type.

The stair hall opens into both the living room and the kitchen. Both the living and dining rooms are large and well lighted. The kitchen is very compact with built-in cases. Upstairs are three good-sized bedrooms, two of them with cross ventilation, and each of them having good closet space.

The left-hand side of the plan shows one-half of the first floor and the right-hand side one-half of the second floor.

Use common brick for beauty and economy  Only the best bricks bear this mark

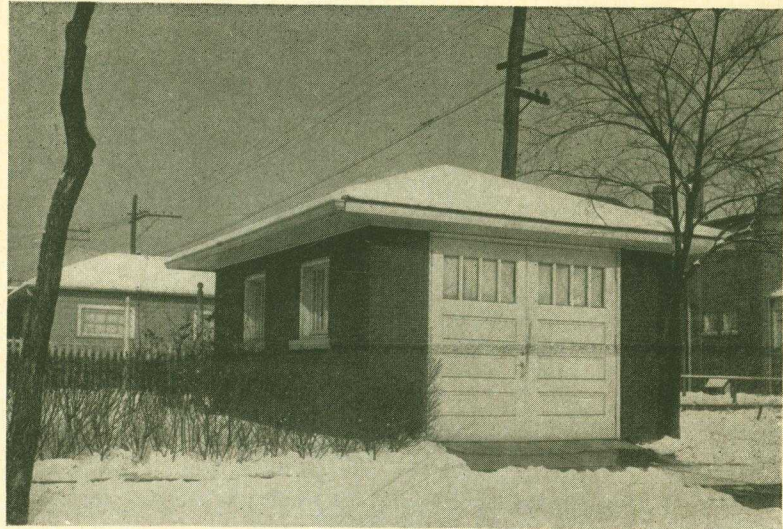
*Design 701. One Car Garage*

THE SOLID BRICK GARAGE SAVES MONEY

THE garage is built to house an expensive piece of delicate machinery. Not only should the building be constructed to protect the car from theft, fire and dampness, but the walls should be built of material that will resist, without damage, accidental blows from the car itself. The owner will save much money in fire insurance premiums by building a fire-safe garage. Endless painting and repair bills are avoided by using a material that is self-decorative and permanent.

The solid brick wall fulfills all these requirements. It resists impact and blows which might easily, and frequently do, break to pieces weaker walls of thin material. Solid brick stands up and takes heavy punishment without material damage. Blows are resisted by the inertia of a compact bonded mass rather than the breaking strength of a thin brittle web. It takes a good deal of resistance to stop a car weighing several thousand pounds even though it is traveling very slowly. Only a solid wall will do it.

The solid brick wall is much more dry than any other type of wall. Even the thinnest solid brick wall has eight inches of the finest insulating material—brick—between the outside and inside of the building, providing insulation against the outside temperature and against dampness. With solid brick there are no air spaces and air currents inside the wall to chill the garage in winter and cause "sweating" or condensation inside the building; or to make it hot in



Design 702. One Car Garage

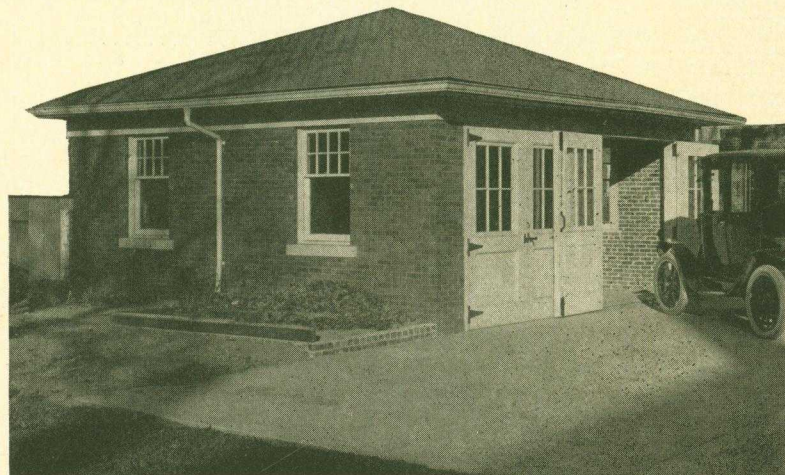


Design 703. One Car Garage

summer. The solid brick building is essentially a dry building, and because it insulates with its entire mass it takes less fuel to heat and holds the heat longer than any other type of wall construction.

The solid brick wall offers greater resistance to fire than any other building material. The solid wall is universally considered the standard fire-resistive construction by all recognized authorities on building. The solid wall thus guards the car from outside fires.

Working drawings for any garage shown here may be had direct from this office, or from any manufacturer who makes the trade-marked brick. There is an order form on page 71.



Design 704. Two Car Garage

ESTIMATED COSTS AND PRICE OF PLANS AND SPECIFICATIONS



HE prospective owner should select from this book the design which appeals to him, order a set of working drawings and specifications, and from these have a reliable local contractor give an exact estimate.

Frank R. Walker states, in a recent supplement to "The Building Estimator's Reference Book," that, at prices current on December 15, 1919, a two-story solid brick house with seven or more living rooms; complete with steam heat, modern plumbing, electric wiring and fixtures, hardwood floors and finished in birch, gum or yellow pine should cost very roughly from 30 to 33 cents per cubic foot complete, including the contractor's profit.

In this cost the following allowances were made for special equipment, so that these items could be deducted or altered to suit requirements.

Plumbing, gas fitting and sewerage.....	\$475.00
Steam heating plant.....	500.00
Electric wiring.....	125.00
Lighting fixtures.....	80.00
Painting and interior decorating.....	400.00
Hardwood floors.....	275.00
If furnace heat is wanted instead of steam, deduct.....	250.00
If hot water heat is wanted instead of steam, add.....	175.00

These figures have been taken as a basis for the following rough estimates, allowance being made however, for variable costs of material and labor in different parts of the country. The minimum and maximum price given is intended to embrace the widest possible variation.

If the contractor is not thoroughly familiar with brick construction write for the second edition of "Brick, How to Build and Estimate"; a complete brick builders' manual fully illustrated, which will be sent for special mailing price of 25 cents.

NAME	DESIGN NUMBER	ON PAGE	APPROXIMATE COST WITH BASEMENT AND HEATING	APPROXIMATE COST WITHOUT BASEMENT AND HEATING	COST OF PLANS AND SPECIFICATIONS
AZTEC.....	37	46	\$3,600 to \$ 5,500		\$10.00
CHEROKEE.....	318	54, 55	5,600 to 7,800	\$4,200 to \$ 6,000	10.00
CHEYENNE.....	103	44, 45	3,300 to 5,000		10.00
CHIPPEWA.....	124	40, 41	3,800 to 5,800		10.00
CHOCTAW.....	212	48, 49	7,000 to 9,600	5,000 to 8,000	10.00
HURON.....	102	42, 43	3,700 to 5,700		10.00
IROQUOIS.....	319	60		1,750 to 2,600	7.50
ITHACA.....	436	63		1,500 to 2,200	5.00
KENNEBEC.....	4	30, 31	4,500 to 6,100		10.00
LOTELLA.....	422	62		1,600 to 2,300	5.00
MANISTEE.....	307	58, 59	4,800 to 6,500	3,500 to 4,500	10.00
MAUMEE.....	621	67	8,500 to 13,000		10.00
MOHAWK.....	15	22, 23	5,700 to 8,700		10.00
MUSKOGEE.....	316	56	5,750 to 7,800	4,500 to 6,200	10.00
NAVAJO.....	425	61		1,900 to 2,700	7.50
ONEIDA.....	10	20, 21	6,500 to 10,000		12.50
ONEONTA.....	114	38, 39	4,900 to 7,400		10.00
ORONGO.....	502	64, 65	8,200 to 12,500		12.50
OTSEGO.....	201	51		6,800 to 10,200	10.00
POCATELLA.....	5	24, 25	5,600 to 8,500		10.00
PONTIAC.....	9	26	6,300 to 9,600		10.00
POTOMAC.....	120	36, 37	5,000 to 7,600		10.00
POWHATAN.....	501	64, 65	7,900 to 12,000		12.50
SARANAC.....	204	52		5,600 to 8,400	10.00
SARATOGA.....	202	50		8,000 to 12,000	12.50
SENECA.....	1	28, 29	4,500 to 6,900		10.00
SEQUOIA.....	228	53	4,700 to 7,000 half basem't		10.00
SHASTA.....	27	33	3,900 to 6,000		10.00
SHAWNEE.....	203	47		7,800 to 11,800	10.00
SUSQUEHANNA.....	111	34, 35	5,500 to 8,400		10.00
TACOMA.....	26	27	5,000 to 7,600		10.00
TICONDEROGA.....	503	66	9,500 to 14,500		12.50
UNADILLA.....	39	18, 19	8,500 to 13,000		12.50
WINONA.....	317	57	3,400 to 4,700	2,500 to 3,400	7.50
YOSEMITE.....	29	32	5,200 to 7,900		10.00
GARAGES.....		68, 69			1.50

Working drawings of any design in this book can be had reversed if desired.

ORDER BLANK



THE first step toward realizing the home of your choice should be to secure a set of working drawings and specifications. It is impossible to get anything more than a rough estimate of cost without them, even from a contractor.

The drawings consist of plans, elevations and details ($\frac{1}{4}$ -inch scale to the foot) drawn by competent architects. The specifications and general schedule are arranged so that items such as flooring, plastering, wood finish, heating, plumbing, electric wiring and many other matters may be decided by the owner and contractor and filled in on blank spaces provided for the purpose, which then become part of the contract. There are handy estimating sheets for securing comparative bids. A bill of masonry materials and labor is printed on the plans.

One set of the working drawings, specifications, general schedule, and bill of masonry quantities will be sent postpaid upon receipt of express order, postal order, or certified check for the amount stated on page 70. We have no credit arrangement.

After receiving bids and letting the contract additional sets of blue prints will be needed for the use of the building inspector and the contractor. A limited number of additional sets of the same plan will be supplied to the original purchaser for \$1.00 per set.

IMPORTANT

You may, if you desire, inspect the working drawings at the office of the common brick manufacturer nearest you who makes the reliable trademarked brick, and place your order for working drawings directly with him. He can give you much additional information and can recommend a reliable contractor. If you have not already been advised of the names of the manufacturers near you we will gladly send you a list.

Do business with the manufacturer using this trade mark



It is your guarantee of quality and a square deal

To THE COMMON BRICK MANUFACTURERS' ASSOCIATION OF AMERICA
Cleveland, Ohio

Please send me a set of working drawings (blueprints), specifications, general schedule, and bill of masonry quantities for "The.....," Design No..... and for garage No..... for which

I herewith enclose $\left\{ \begin{array}{l} \text{postal order} \\ \text{express order} \\ \text{certified check} \end{array} \right\}$ for \$.....

Name.....

Business.....

Street.....

Town or City.....

State or Province.....

COMMON BRICK CONSTRUCTION IS COMMON SENSE CONSTRUCTION

1—Solid brick walls are permanently beautiful.

This one item will save hundreds of dollars every two or three years. Brick has a beautiful, everlasting surface. Even window and door frames don't have to be painted so often. They set back from the face of the wall, protected from the weather. Brick is its own natural finish. There is no stucco or coating of any kind to crack or fall off.

2—A solid brick house saves coal every winter.

For every eight tons required for an ordinary house, only seven are required for solid brick, and you will be more comfortable. Solid brick houses are always dry and warm.

3—The solid brick wall has perfect insulating value.

Even the thinnest solid brick wall has eight inches of the finest kind of insulating material between the inside and outside of the house. There are no air spaces or air currents inside the solid wall to chill the house in winter and cause moisture to condense on its inside surface; or to make the house hot in summer. Solid brick is sound-proof, thus proving its perfect insulating value.

4—A solid brick house lasts at least three times as long as the ordinary house as built today.

Expert appraisal engineers, after examining thousands of houses say that the ordinary house lasts only thirty to forty years, while the solid brick house lasts considerably over a century.

5—A solid brick house is worth more on the open market right from the start. You can sell it for more money, or borrow more money on it, now or twenty years from now.

This difference quickly increases because ordinary construction depreciates faster than solid brick. Experts say a solid brick house does not decrease in value in the first five years after it is built. Provide for your old age by building of solid brick.

6—The solid brick wall is always dry.

Houses built with solid brick walls as specified in this book always prove dry and comfortable. No other construction can equal solid walls in this respect.

7—Fire insurance costs much less for the solid brick house.

A tidy sum in reduced premiums may be saved by building of solid brick. It commands everywhere the lowest rate on both building and contents.

8—When buying common brick you buy more material and less transportation.

Common brick is a local product. Other materials are hauled several hundred to several thousand miles and the home builder pays the freight bill every time.

9—Solid brick walls can be altered easily and with no waste.

Every brick taken from a wall can be cleaned and used over again. There is no waste of material. A new wall can easily be joined to an old wall at any point desired.

10—Solid brick is the most fire-resistive material.

Solid brick is regarded as the recognized standard for maximum fire-resistiveness by all authorities on building and insurance.

11—Solid brick makes the driest, warmest, most firesafe, most enduring and most beautiful home. The sun, rain, wind and frost only soften and enrich the natural beauty of its surface.

Common Brick made about 3000 B. C. and built into the walls of Babylon, is being used today as material to build new houses in the surrounding country.

